Moretz Names Pullman

Sports marketing executive Lorin Pullman has been named vice president of Moretz Marketing and will be based in the company's Los Angeles offices, according to an announcement from President John Moretz.

Pullman will be responsible for initiating strategic brand-building opportunities for the company, including those for PowerSox. Her assignments also will entail programs for NFL quarterback and businessman John Elway, lifestyles designer Kathy Ireland, and NFL Hall of Famer Ronnie Lott.

Pullman formerly headed Pullman Sports Marketing with well-known corporate and individual clients.

American Essentials and JockeyAnnounce New Collections

American Essentials and Jockey International have announced the launch of a new high-performance sock which will hit retailers in fall of this year.

Jockey Performance Sock Collection will feature soft touch yarns and comfort design elements including a soft, non-binding cuff, and arch compression, an anti-microbial finish and spandex through the sock. The sock will debut in upper-tier department stores.

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COTTON/ACRYLICS(In-Stock): Ingrain Colors and Bleached
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