

Fast Fashion

F/W18

SIDE PATTERNS

The side of the sock becomes a billboard for branding, quotes and a canvas for conversationals.



Palm Angels



@hypebeast



KITH



@joshuasandersjs

The concept of the side pattern is **an extension of the signature side stripe of retro-inspired tracksuits in S/S18.**

Taking inspiration from this detail in the apparel of Active Lifestyle brands like KITH and Champion, several streetwear-infused socks from different fashion brands have emerged in the luxury market and in department stores.

SOCKTT



@brianaking_



Champion

Legwear Category: Streetwear / Lifestyle / Dress / Casuals

Socks in the Market - Typeface

Bold and clean fonts for brief and simple quotes are key for F/W18. Socks and typeface are white or black and strong accent colors are used for the statement look. Red typeface over a black sock is a key color-way.



Socks in the Market - Side Graphics

Side graphics become conversational pieces. Colors are predominantly black, white and grey, but vibrant accents help the design elements stand out for a more fun look. Geo patterns and illustrations play with gravity.



Palm Angels



A-Cold-Wall



Versace



STANCE

Socks in the Market - Side Branding

Designers look back at the '80s, '90s and '00s for inspiration and this explains why branding has come back in a big way. Logos are big and bold and placed down the side of the leg. The bolder the better - more of a marketing initiative.



Socks in the Market - Side Stripes

Simple side stripes have been overshadowed by the hype of bold branding and typeface, but this is a big design opportunity for socks in the Dress and Casual category.



From Instagram

Socks with side branding and typeface are very popular on Instagram. Brands and influencers promote styling options by showing sneakers with basic active socks in a crew or knee-high silhouette. Impactful hues like 'Gen-Z yellow' and red are a favorite.

@asos



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@stancesocks



@highsnobiety



@c0zyzone



@filauk





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For design and styling consultation
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