



Happy Socks®

Est. 2008 Sweden

SPRING
SUMMER
2016

SOCKS AND UNDERWEAR

SPRING SUMMER 2016

"BRINGING HAPPINESS AND QUALITY TO EVERY CORNER OF THE WORLD"

This season, Happy Socks went on a world tour to showcase its latest collection in a variety of settings to symbolise the international growth of the brand.

From Stockholm to Los Angeles or Tokyo, Happy Socks reflects on its worldwide presence by shooting this catalogue on multiple locations, throughout several time zones and through the lenses of a curated selection of multinational photographers. The goal is to keep the ever-growing customer base happy by presenting an extensive variety of ways to wear Happy Socks. The idea is always to fulfil the daily needs of the Happy Socks clientele while continuing to bring happiness and quality to every corner of the world.

Happy Socks started in the spring of 2008. Two friends had a vision: to spread happiness by turning an everyday essential into a colorful design piece with a rigid standard of ultimate quality, craftsmanship and creativity. A concept now brought to perfection by the Happy Socks collective of creators.

Today Happy Socks are sold in more than 70 countries and on every continent.

Happy Socks features an almost endless variety of models and designs, using a broad spectrum of color combinations and original patterns.

Spring/Summer 2016 was shot by **Kento Mori** -Tokyo, Japan- **Johnny Wohlin** -Stockholm, Sweden and **Curtis Buchanan** - Los Angeles, USA.



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HOLIDAY CAMPAIGNS

Every year, Happy Socks brings in a talent and gives them Carte Blanche to share their vision of the Brand. Happy Socks has previously worked with Snoop Dogg in 2014, David LaChapelle in 2013 and Terry Richardson in 2012.

In 2015, Happy Socks collaborates with filmmaker Robert Rodriguez for a short film called **SOCK'EM DEAD**.

COLLABORATIONS

Happy Socks develops and secures its image and brand presence through several collaborative projects every year. Carefully selected, each collaboration aims to increase the strength of Happy Socks within the industry, maintaining its position as the leader of the segment. Happy Socks has collaborated in the past with Billionaire Boys Club, Paris Saint-Germain, Opening Ceremony, colette, The Standard Hotels and Be@rbrick among others.

PRESS

Happy Socks is very popular in press and has been written about in most major publications across the globe. Happy Socks has also achieved to engage enthusiastic followers in the blogosphere and on social networks. The brand has remained in the spotlight of international medias, making its products the last detail in colorful fashion and a lasting favorite among style-hungry trendsetters. With knowledge and directions from the in-house PR manager, Happy Socks is running a successful PR machinery with local PR agencies to secure its presence in global publications both through blogs and social networks.

Facebook: [happysocksofficial](https://www.facebook.com/happysocksofficial)
 Instagram: [@happysocksofficial](https://www.instagram.com/happysocksofficial)





CONCEPT STORES

In August 2010, Happy Socks opened its first concept store in Stockholm, Sweden. The store is located in the heart of the most vibrant and popular shopping district in Stockholm.

Two years later, Happy Socks opened its second shop in Shibuya, Tokyo. New York City quickly followed on April 1st 2013 with the opening of a Happy location in the heart of Soho.

Following these successes and in order to protect and enhance its position as market leader within fashion socks and underwear; Happy Socks developed an ambition for opening flagship stores on strategically important and brand building locations globally.

Today Happy Socks is present from east to west and everywhere in between.

The two latest locations opened their doors in 2015 at Covent Garden in London and Venice in Los Angeles.

The Concept Stores are modern, white spaces acting as perfect canvases for presenting all of the colourful Happy Socks products. Seasonal collections are showcased along with collaborations and boxed gift sets, literally bringing happiness and quality to every corner of the world.

LOCATIONS:

Stockholm, Sweden
 New York, US
 Los Angeles, US
 London, UK (Pictured. 62 Neal Street, Covent Garden)
 Parco, Tokyo, Japan
 Lumine, Tokyo, Japan
 Breeze Center, Taipei, Taiwan
 Nanxi, Taipei, Taiwan
 Eslite Xynyi, Tapei, Taiwan
 Sogo, Taipei, Taiwan
 Lotte Gwangju, Gwangju, South Korea
 Busan Dongrae, Busan, South Korea
 Busan Gwangbok Lotte, Busan, South Korea
 Lotte Anyang, Anyang, South Korea
 Lotte Cheongju, Cheongju, South Korea,
 Shinsegae Main, Seol, South Korea
 Mercato Mall, Dubai
 Viviana Mall, Mumbai, India,
 Inorbit Mall, Malad Mumbai, India
 Haiko Place, Powai Mumbai, India
 Seasons Mall, Pune, India
 RCity Mall, Ghatkopar, Mumbai, India
 Chhatrapati Shivaji Airport, Mumbai, India

Happy Socks
PRESENTS

SOCK'EM DEAD



Happy Socks®

Est. 2008 Sweden

Happy Socks and Robert Rodriguez to release short film **SOCK'EM DEAD** in October 2015.

Maverick filmmaker Robert Rodriguez is bringing his action-packed, fierce style to a partnership project with unique high quality sock and underwear company Happy Socks.

The duo has collaborated on a short film called **SOCK'EM DEAD**, featuring an A-list cast and crew with an authentic cinematic style and production value, shot and edited entirely at Robert Rodriguez's Austin Texas based full functioning production facility, Troublemaker Studios.

Robert Rodriguez likes to work around friends and family. For this shoot, his youngest daughter Rhiannon composed the theme music and his oldest son Rocket edited the final piece. Robert Rodriguez' small but reliable and talented crew are practically family as well, with many having worked with him all the way back to Desperado days.

SOCK'EM DEAD features some fun celebrity cameos such as long time collaborator Danny Trejo as well as From Dusk till Dawn star Wilmer Valderrama.

The short film will premiere on October 20th 2015 on happysocks.com

To celebrate this collaboration, Happy Socks and Robert Rodriguez release a series of three pairs of socks, available 12th October on happysocks.com, at Happy Socks Concept Stores and selected retailers.

DIRECTED BY ROBERT RODRIGUEZ

HAPPY SOCKS PRESENTS A TROUBLEMAKER STUDIOS PRODUCTION A ROBERT RODRIGUEZ PICTURE "SOCK 'EM DEAD" STARRING MADISON DAVENPORT KIRI VOLK CHRIS KNUDSON JENNY LIN BRIAN BETWEEY CHAD DASHNAW MATT ROSETTI AND JJ DASHNAW AS THE WAMP WITH WILMER VALDERRAMA AND DANNY TREJO "HAPPY SOCKS" THEME BY RHIANNON RODRIGUEZ ADDITIONAL MUSIC BY RICK DEL CASTILLO ART DEPARTMENT STEVE JOYNER CAYLAH EDDLEBULUTE STUNTS JJ DASHNAW CHAD DASHNAW KIMBERLEY DASHNAW MATT ROSETTI JASON RODRIGUEZ CAMERA AND SOUND ROBERT RODRIGUEZ LUIS CAFFARESE STEVEN WELLS JAKE MENDEZ COSTUME DESIGNER WYVA PROFFER ASHLYN ANSEL HAIR AND MAKEUP BY MARK BESS SPECIAL EFFECTS BOB TREYNO EXECUTIVE PRODUCER MIKE SIDERLINICH PRODUCED BY CELALIA CUNTI MARCO MADISON AND ROBERT RODRIGUEZ WRITTEN AND EDITED BY ROBERT RODRIGUEZ DIRECTED BY ROBERT RODRIGUEZ

Happy Socks

TROUBLEMAKER STUDIOS

COMING SOON

SOCKS

Composition: 80% Combed Cotton 17% Polyamide 3% Elastane

Sizes: 36-40 & 41-46



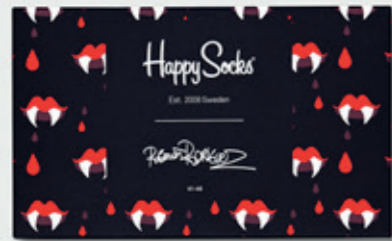
RRBD01-9000



RRDB01-9000



RRFB01-9000



XRR08-9000



XRR08-9000



XRR08-9000



KOMONO[®] X Happy Socks[®]

HAPPY SOCKS collaborates with Belgian watchmaker KOMONO

An exclusive set of two watches, each available in two colour combinations.

Happy Socks and Komono have for common ground to turn everyday essentials into objects combining necessity and design with the best possible quality. It is only natural that their two Creative Teams got together and created a capsule collection of four watches.

Komono's sleek Winston and Estelle designs will be available in two Happy Socks takeover combinations of pop, vivid patterns: multicoloured or black-and-white.

Each watch carries a holographic dial as a finishing touch of happiness to make being on the clock a fun endeavour at all times!

Happy Socks x Komono's four watches will be available on komono.com, happysocks.com, at Happy Socks Concept Stores and selected Happy Socks and Komono retailers worldwide from November 2015.

WINSTON

- Lenticular Printed Dial
- Japanese Quartz Movement
- Brushed Metal Case
- Stainless Steel Back
- Case Water Resistant 3atm
- Fabric Wristband With Genuine Leather Details And Lining



BLACK & WHITE
KOM-W2165

POP
KOM-W2166

ESTELLE

Lenticular Printed Dial
 Japanese Quartz Movement
 Brushed Metal Case
 Stainless Steel Back
 Case Water Resistant 3atm
 Fabric Wristband With Genuine
 Leather Details And Lining



Black & White
KOM-W2403



Pop
KOM-W2404

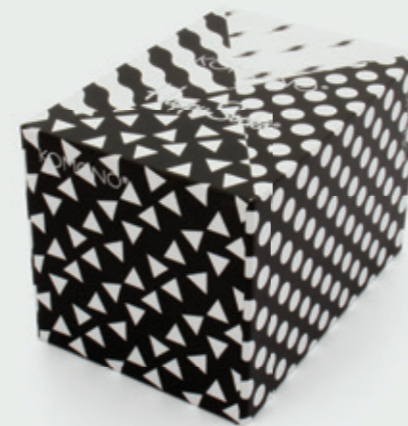
PACKAGING



Black & White Open (Winston)



Pop Open (Estelle)



Black & White Closed



Pop Closed



Happy Socks® & André

André Saraiva lives and works between Paris and New York. He was born in Sweden in 1971, and very early he considered that walls belonged to him.

« When I was a child, they would let me draw on the walls at home but also at school. When I arrived in Paris in 1981, it was obvious that the street would become my school, my studio. Graffiti is a way of challenging the domination of the City on individuals, a way to own it ».

André then created « Les Merceries d'André » where he would sell his paintings by the metre. He used this experience to create the shop « Black Block » in the « Palais de Tokyo », devoted to the promotion and expansion of young artists.

Thanks to his interest in different fields and his ability to make them overlap, André works with some of the most prestigious brands of the luxury goods industry, including Louis Vuitton, Moët&Chandon and Caviar Kaspia.

For Spring/Summer 2016, Happy Socks collaborates with André to present a collection of socks and underwear in highly recognisable André characters, packaged in exquisite, collectable boxes.

www.mrandre.com

SOCKS

Composition: 80% Combed Cotton 17% Polyamide 3% Elastane

Sizes: 36-40 & 41-46



ASMR01-9000



ASTH01-3000



ASLE01-6000



XAS08-6000



XAS08-6000

BOXER BRIEFS

Composition: 95% Cotton, 5% Elastane

Sizes: Small, Medium, Large, Extra Large



ASMR67-9000



ASTH67-6000



XASTH81-6000



XASTH81-6000

BOXERS

Composition: 100% Cotton

Sizes: Small, Medium, Large, Extra Large



ASTH66-6000



ASMR66-9000



XASTH80-6000

XASTH80-6000

HIPSTER

Composition: 95% Cotton, 5% Elastane

Sizes: Extra Small, Small, Medium, Large



ASTH68-3000



ASMR68-9000



XASTH82-3000

XASTH82-3000

MAIN COLLECTION

The Spring/Summer 2016 Main Collection consists of the original and key Happy Socks product: the Combed Cotton socks. Unisex, these socks are available in a variety of designs, from solids to more advanced patterns and colors. Combed Cotton socks are made of the best quality material to ensure comfort and longevity.

This season, the main collection introduces new designs, alongside key refreshed best-sellers. Spring/Summer 2016 was inspired by everyday's everything and nothing gathered from travels around the Globe.

Shot by:
Kento Mori



MINI DIAMOND

GRAPHIC TIMELESS DETAILED

Composition: 80% Combed cotton 17% Polyamide 3% Elastane
MDI01-1000: 78% Combed Cotton, 18% Polyamide, 2% Polyester 2% Elastane

Sizes: 36-40 & 41-46



MD01-069



MDI01-1000



MDI01-5000

BLOB

MULTIPLE ALIVE ORIGINATIVE

Composition: 80% Combed Cotton, 17% Polyamide, 3% Elastane

Sizes: 36-40 & 41-46



SBG01-2000



SBG01-5000



ETERNITY

INFINITE PERPETUAL TIMELESS

Composition: 80% Combed Cotton, 17% Polyamide, 3% Elastane

Sizes: 36-40 & 41-46



ETY01-6001



ETY01-9000

EIGHTIES

POP BOLD DARING

Composition: 80% Combed Cotton, 17% Polyamide, 3% Elastane

Sizes: 36-40 & 41-46



CAS01-7000



CAS01-9000



WAVE DOT

RIPPLED SMOOTH VIBRANT

Composition: 80% Combed Cotton, 17% Polyamide, 3% Elastane

Sizes: 36-40 & 41-46



BAD01-3000



BAD01-7000



BASKET

CRAFTY BRAIDED DIMENSIONAL

Composition: 80% Combed Cotton, 17% Polyamide, 3% Elastane

Sizes: 36-40 & 41-46



BSK01-4000



BSK01-6000



BSK01-9000



CHAIN

GRAPHIC STRONG SECURE

Composition: 80% Combed Cotton, 17% Polyamide, 3% Elastane

Sizes: 36-40 & 41-46



CHA01-2000



CHA01-9000



PALM BEACH

ALIVE FREE RELAXED

Composition: 75% Combed cotton 23% Polyamide 2% Elastane
PAB01-9001: 78% Combed cotton 18% Polyamide 2% Polyester 2% Elastane

Sizes: 36-40 & 41-46



PAB01-2000



PAB01-6000



PAB01-9001



BIG DOT

PLAYFUL VIVID STRONG

Composition: 80% Combed Cotton, 17% Polyamide, 3% Elastane
BD001-9003: 76% Combed cotton 17% Polyamide 5% Polyester 2% Elastane

Sizes: 36-40 & 41-46



BD01-099



BD01-608



BD001-1000



BD001-6000



BD001-9000



BD001-9003

HALF STRIPE

FUN EXPRESSIVE STYLISH

Composition: 80% Combed Cotton, 17% Polyamide, 3% Elastane
HAS01-9000: 70% Combed Cotton, 17% Polyamide, 10% Polyester, 3% Elastane

Sizes: 36-40 & 41-46



SH01-068



HAS01-9000



BLOCK LEOPARD

WILD ADVENTUROUS FREE

Composition: 80% Combed Cotton, 17% Polyamide, 3% Elastane
BLE01-3000: 78% Combed cotton 18% Polyamide 2% Polyester 2% Elastane

Sizes: 36-40 & 41-46



BLE01-3000



BLE01-6000



BLE01-9000



SHROOM

NATURAL FUN ILLUSTRATIVE

Composition: 80% Combed Cotton, 17% Polyamide, 3% Elastane
SH01-5000: 72% Combed Cotton, 17% Polyamide, 8% Polyester, 3% Elastane

Sizes: 36-40 & 41-46



SHR01-5000



SHR01-6000



SHR01-9000



SODA POP

BUBBLY FRESH SWEET

Composition: 80% Combed Cotton, 17% Polyamide, 3% Elastane
OP01-3000: 57% Combed Cotton, 23% Polyamide, 3% Elastane

Sizes: 36-40 & 41-46



SOP01-3000



SOP01-6000



LILY

LIVELY FLORID BOLD

Composition: 85% Combed cotton 12% Polyamide 3% Elastane

Sizes: 36-40 & 41-46



LIY01-6000



LIY01-9000



FADED DIAMOND

GRAPHIC TIMELESS DETAILED

Composition: 80% Combed Cotton, 17% Polyamide, 3% Elastane

Sizes: 36-40 & 41-46



FAD01-6000



FAD01-9000



FAD01-9001



SPECTRUM

PSYCHEDELIC OPTICAL SYMMETRICAL

Composition: 80% Combed Cotton 17% Polyamide 3% Elastane

Sizes: 36-40 & 41-46



SPC01-6000



SPC01-8000



SPC01-9000

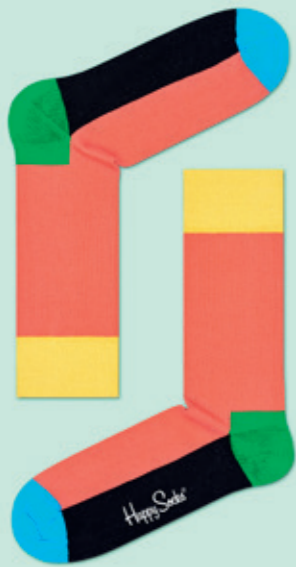


FIVE COLOR

COLORFUL GRAPHIC DYNAMIC

Composition: 80% Combed Cotton, 17% Polyamide, 3% Elastane

Sizes: 36-40 & 41-46



FIC01-3000



FIC01-6000



FIC01-9000



STRIPE

FUN EXPRESSIVE STYLISH

Composition: 84% Combed cotton 13% Polyamide 3% Elastane
STR01-2001, -9000: 60% Combed cotton 37% Polyamide 3% Elastane

Sizes: 36-40 & 41-46



SA01-045



SA01-067



STR01-2000



STR01-2001



STR01-6000



STR01-9000

TRIANGLE

PLAYFUL VIVID DIFFERENT

Composition: 80% Combed Cotton, 17% Polyamide, 3% Elastane

Sizes: 36-40 & 41-46



TRI01-5000



TRI01-6000



TRI01-9000



BARK

COLORFUL GRAPHIC STYLISH

Composition: 80% Combed Cotton, 17% Polyamide, 3% Elastane

Sizes: 36-40 & 41-46



BC01-099



BAK01-8000



BAK01-9000



STRIPES AND DOTS

GRAPHIC LIVELY VIVID

Composition: 80% Combed Cotton, 17% Polyamide, 3% Elastane

Sizes: 36-40 & 41-46



SD01-067



SD001-1000



SD001-9000



ARTSY

DISTINCT SINGULAR GRAPHIC

Composition: 80% Combed Cotton, 17% Polyamide, 3% Elastane

Sizes: 36-40 & 41-46



ATS01-1000



ATS01-4000



FILLED OPTIC

GRAPHIC FITTED FUN

Composition: 80% Combed Cotton, 17% Polyamide, 3% Elastane

Sizes: 36-40 & 41-46



F001-068



FI001-4000



FI001-7000



FI001-9000



COCKTAIL

POWERFUL GRAPHIC SOCIAL

Composition: 80% Combed Cotton, 17% Polyamide, 3% Elastane

Sizes: 36-40 & 41-46



CKT01-3000



CKT01-9000



HEART

LOVELY EXPRESSIVE FUN

Composition: 80% Combed Cotton, 17% Polyamide, 3% Elastane

Sizes: 36-40 & 41-46



HEA01-9001



HEA01-9002



SNAKE

PRECIOUS WILD STRONG

Composition: 87% Combed cotton 10% Polyamide 3% Elastane

Sizes: 36-40 & 41-46



SN01-099



SNK01-2000



SNK01-3000



ARROWS AND HEARTS

POWERFUL GRAPHIC ROMANTIC

Composition: 80% Combed Cotton, 17% Polyamide, 3% Elastane

Sizes: 36-40 & 41-46



AHR01-4000



AHR01-9000



FLOWER

PASTEL SOFT LIVELY

Composition: 87% Combed cotton 10% Polyamide 3% Elastane

Sizes: 36-40 & 41-46



FL001-3000



FL001-7000



ARGYLE

CLASSIC STYLISH LIVELY

Composition: 80% Combed Cotton, 17% Polyamide, 3% Elastane

Sizes: 36-40 & 41-46



AR01-067



ARY01-2000



ARY01-2001



ARY01-6001



ARY01-9000



LOW SOCKS

FITTED COMFORTABLE COOL

Composition: 80% Combed Cotton, 17% Polyamide, 3% Elastane

Sizes: 36-40 & 41-46



SA05-067



BD05-099



PAB05-6000



MDI05-1000



CAS05-9000



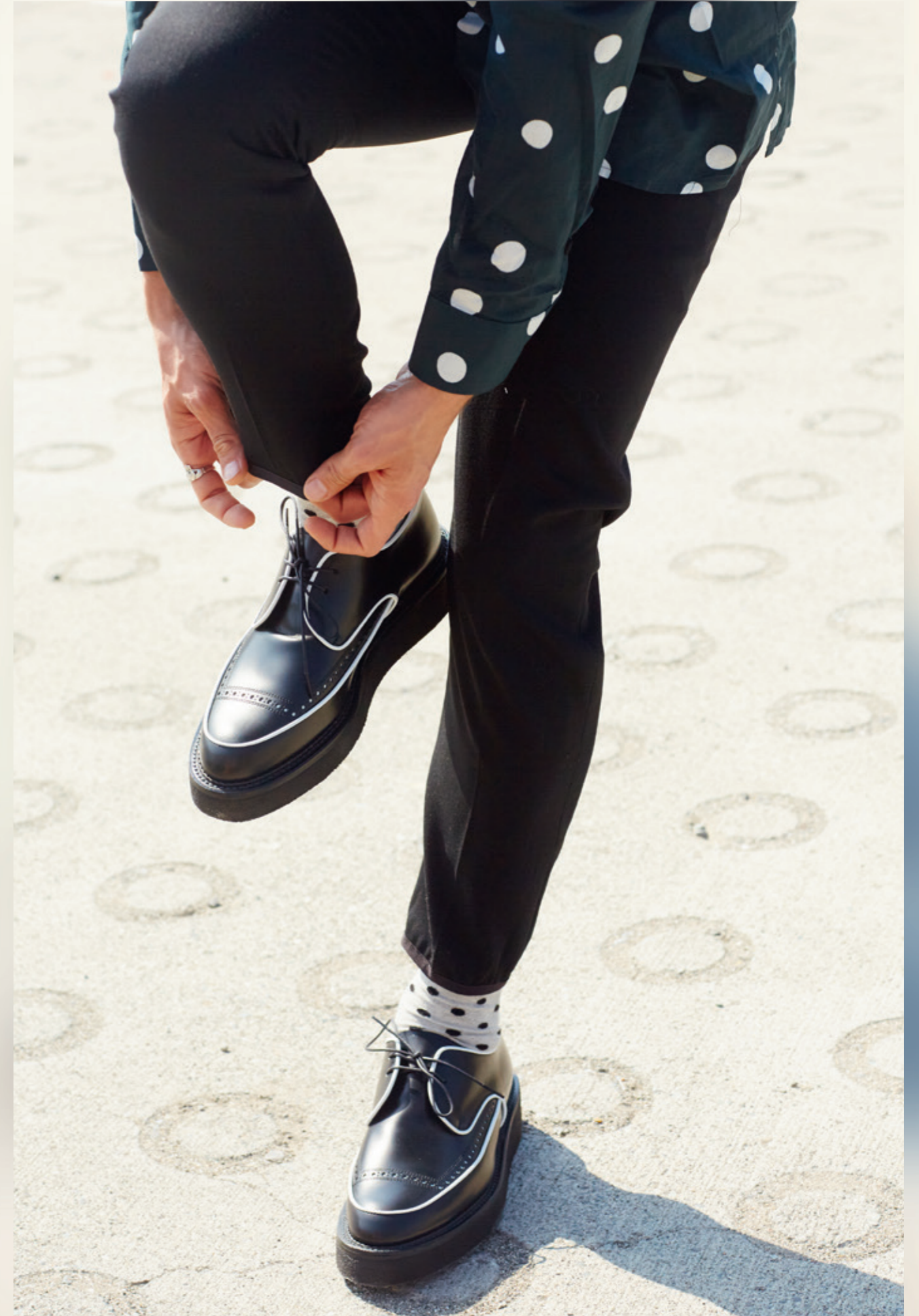
FLO05-7000

ESSENTIALS

DISCREET TIMELESS EASY

For consumers in need of more discreet styles, Happy Socks created Essentials. Three simple designs made of easy-to-wear colors presented small dots, thin stripes or optic.

Shot by:
Kento Mori



DOT

DISCREET TIMELESS EASY

Composition: 80% Combed Cotton, 17% Polyamide, 3% Elastane

Sizes: 36-40 & 41-46



DOT01-9000



D001-606



D001-909

THIN STRIPE

DISCREET TIMELESS EASY

Composition: 80% Combed Cotton, 17% Polyamide, 3% Elastane

Sizes: 36-40 & 41-46



TST01-9000



SB01-606



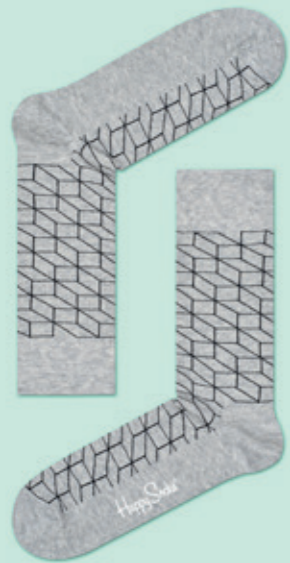
SB01-999

OPTIC

DISCREET TIMELESS EASY

Composition: 70% Combed Cotton, 27% Polyamide, 3% Elastane

Sizes: 36-40 & 41-46



OPT01-9000



OP01-606



OP01-909



ATHLETIC



Athletic

ATHLETIC

ARCH SUPPORT AND CUSHIONED SOLE

Athletic socks are a more dynamic-friendly product specifically created with light compression, arch support and cushioned sole. Bringing more comfort, no matter what you do.

The core idea behind Athletic is that it should be a new canvas for customers to express themselves just as they do with the combed cotton socks but through a more active-friendly sock. Skate, shoot some hoops or simply walk down the street in the comfort of Happy Socks Athletic.

Shot by:
Johnny Wohlin

Athletic

Composition: 80% Combed cotton 16% Polyamide 3% Rubber 1% Elastane

Sizes: 36-40 & 41-46



ATBD27-099



ATBOD27-1000



ATBOD27-6000



ATSA27-068



ATSTR27-2000



ATSTR27-9000

ATHLETIC



ATHLETIC



Athletic

Composition: 80% Combed cotton 16% Polyamide 3% Rubber 1% Elastane

Sizes: 36-40 & 41-46



ATTRI27-5000



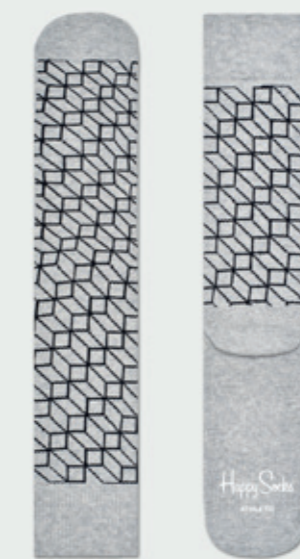
ATOPT27-1000



ATCHA27-1000



ATTRI27-9000



ATOPT27-9000



ATCHA27-3000

Athletic

Composition:

ATSBG27: 64% Combed cotton 32% Polyamide 3% Rubber 1% Elastane

ATFLA27: 80% Combed cotton 16% Polyamide 3% Rubber 1% Elastane

ATHLO27: 68% Combed cotton 28% Polyamide 3% Rubber 1% Elastane

Sizes: 36-40 & 41-46



ATSBG27-4000



ATFLA27-4000



ATHLO27-6000



ATSBG27-2000



ATFLA27-9000



ATHLO27-9000

ATHLETIC



ATHLETIC



Athletic

Composition: 80% Combed cotton 16% Polyamide 3% Rubber 1% Elastane

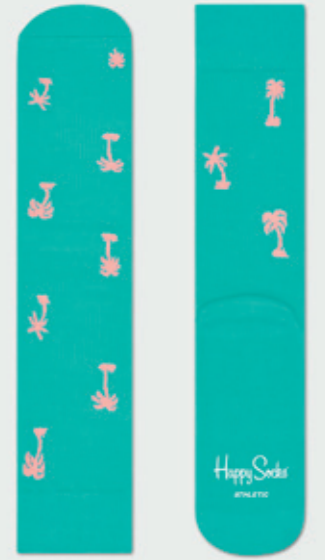
Sizes: 36-40 & 41-46



ATTES27-1000



ATBAK27-1000



ATPAB27-7000



ATTES27-9000



ATBAK27-2000



ATPAB27-2000

Happy Socks®

DRESSED

Est. 2008 Sweden



SMART SOPHISTICATED SLEEK

Dressed is a range of tailored socks. This line was conceived with business attire in mind. This series was created specifically for men and therefore sees its length increased, sitting higher on the leg. Design-wise, colours and patterns have been discreetly arranged for a more subtle rendering and the black label adds a final touch of sophistication. On the quality side, Dressed Socks are long-lasting products created with a distinguished approach directed to customers expecting high-quality socks wearable with formal attire. Dressed Socks are made of mercerized Peruvian Pima Cotton. This exceptional cotton, produced along the northern coastal valleys of Peru in unique growing conditions, makes these socks highly resistant yet incredibly soft and silky.

Shot by:
Curtis Buchanan





BD034-9000



BD034-6000



BD034-1000



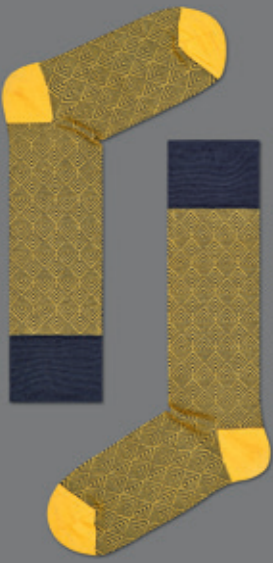
SQ034-2000



SQ034-7000



SQ034-9000



DIH34-2000



DIH34-3000



DIH34-1000



MOK34-3000



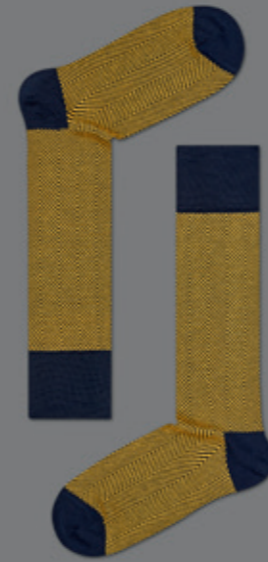
MOK34-7000



MOK34-6000



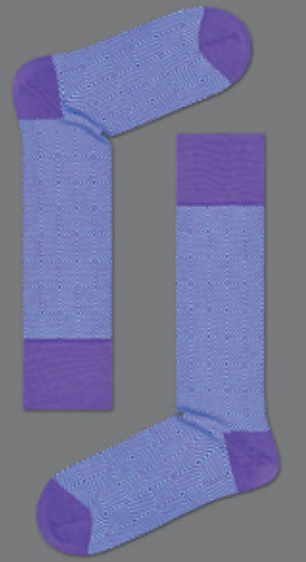
Dressed



HEB34-6000



GRA34-6000



GOE34-5000



HEB34-9000



GRA34-3000



GOE34-9000



RIB34-6000



RIB34-9001

KIDS

CUTE FREE HAPPY

Happy Socks offers its colorful design socks in childrens sizes. Using a modified color palette that fits the sophisticated, stylish needs of kids today. Designs reflect the bright, pattern-driven aesthetic of Happy Socks adult line.

Shot by:
Kento Mori



KIDS SOCKS

VIVID FREE STYLISH

Composition: 80% Combed Cotton, 17% Polyamide, 3% Elastane

Sizes: 0-12 M, 12-24 M, 2-3 Y, 4-6 Y, 7-9 Y



KSTR02-6000



KBDO02-6000



KARY02-2000



KSTR02-9000



KBDO02-9000



KARY02-6000





KSOP02-3000



KBLE02-3000



KFLO02-3000



KSOP02-6000



KBLE02-6000



KFLO02-7000



KARH02-4000

BABY TIGHTS

CUTE PLAYFUL HAPPY

Composition:

KBD60-055: 70% Combed Cotton, 27% Polyamide, 3% Elastane
KSA, KBT, KSD: 80% Combed Cotton, 17% Polyamide, 3% Elastane

Sizes: 6-12 M, 12-18 M, 18-24 M



KBD060-9000



KFLO60-3000



KSD060-9000



KSTR60-9000

UNDERWEAR

COMFORTABLE GRAPHIC PLAYFUL

Happy Socks Underwear come in a variety of key patterns and colours. Bringing happiness and quality to every corner of your underwear drawer.

The Happy Socks Underwear collection holds women's hipster, men's boxer briefs and men's boxers. All styles are available in a variety of successful Happy Socks designs -from Big Dot to Optic- as well as new, seasonal patterns for Spring/Summer 2016.

Shot by:
Kento Mori



BOXER BRIEFS

FITTED VISUAL PLAYFUL

Composition: 95% Cotton, 5% Elastane

Sizes: Small, Medium, Large, Extra Large



OPT67-6000



OPT67-9000



LIY67-6000



LIY67-1000



BSK67-6000



BSK67-4000

Underwear



BD067-1000



BD067-6000



MUWJB-BDO-099



TRI67-6000



TRI67-5000



ZIG67-6000



ZIG67-7000



FLO67-7000



FLO67-6000





SHR67-5000



SHR67-6000



PAB67-6000



AHR67-4000



FLA67-9000



FLA67-6000



PAB67-3000



BAK67-2000



MUWJB-CAM-065



SNK67-1000



SNK67-3000



CAS68-1000



CKT67-3000



CKT67-9000



AHR67-9000



CAS68-9000



LEO67-7000



LEO67-6000



DOT67-9001



DOT67-9000



MUWJB-DOT-065



DOT67-6000



HLO67-1000



HLO67-9000



CHA67-9000



CHA67-6000



Underwear

BOXERS

VIVID FREE STYLISH

Composition: 100% Cotton

Sizes: Small, Medium, Large, Extra Large



SHR66-5000



SHR66-6000



TRI66-5000



TRI66-6000



PAB66-3000



PAB66-6000





BAK66-2000



MUWWB-CAM-065



FLO66-7000



CAS66-1000



CAS66-9000



LIY66-1000



FLO66-6000



MUWWB-DOT-065



DOT66-9000



LIY66-6000



ARH66-4000



ARH66-9000



BDO66-1000



BDO66-6000



MUWWB-BDO-099

HIPSTERS

COMFORTABLE FEMININE GRAPHIC

Composition: 95% Cotton, 5% Elastane

Sizes: Extra Small, Small, Medium, Large



OPT68-6000



OPT68-9000



LIY68-6000



LIY68-1000



BSK68-6000



BSK68-4000





Underwear



BDO68-1000



BDO68-6000



BDO68-9000



TRI68-6000



TRI68-5000



ZIG68-6000



ZIG68-7000



FLO68-7000



FLO68-6000



SHR67-5000



SHR67-6000



PAB68-6000



ARH68-4000



FLA68-9000



FLA68-6000



PAB68-3000



BAK68-2000



BAK68-6000



SNK68-1000



SNK68-3000



CAS67-1000



CKT68-3000



CKT68-9000



ARH68-9000



CAS67-9000



LEO68-7000



LEO68-6000

Underwear



DOT68-9001



DOT68-9000



DOT68-6001



DOT68-6000



HLO68-1000



HLO68-9000



CHA68-9000



CHA68-6000



LOUNGE PANTS

COMFORTABLE EASY FUN

Composition: 100% Cotton

Sizes: Small, Medium, Large, Extra Large



DOT69-6001



CAS69-9000



SHR69-5000



PAB69-6000



LIY69-1000

SPECIAL SPECIAL

Happy Socks is proud to present the Spring/Summer 2016 edition of Special Special. Through this dedicated line, the brand offers a series of exclusive designs to select retailers, Happy Socks concept stores and onhappysocks.com. The extraordinary designs, created specifically for Special Special, bear their own label. Special Special is updated seasonally with fresh styles and designs.



Shot by:
Curtis Buchanan

Special Special

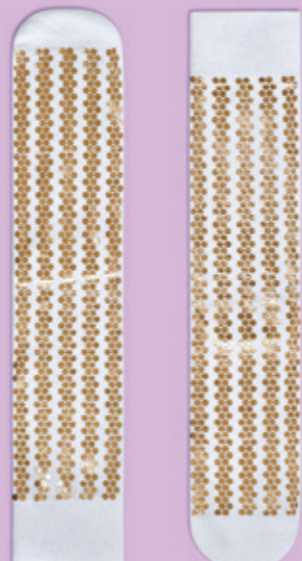
Composition:

DOT35, DOS35: 75% Combed cotton 23% Polyamide 2% Elastane
SBG35, ATS35: 80% Combed cotton 17% Polyamide 3% Elastane

Sizes: 36-40 & 41-46



DOT35-1000



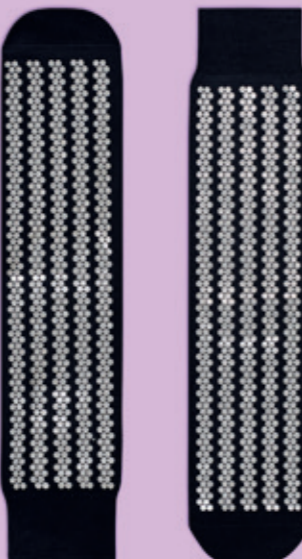
DOS35-1000



ATS37-7000



DOT35-9000



DOS35-9000



SBG37-6000



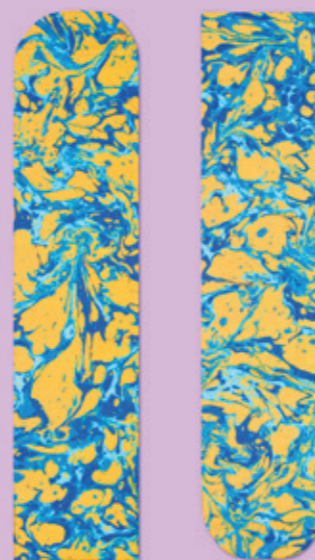


Special Special

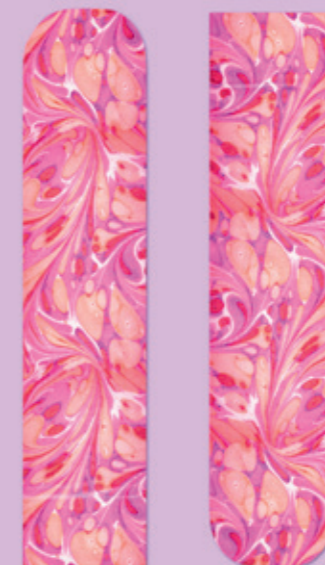
Composition:

MBL35: 83% Polyester 15% Cotton 2% Elastane
 ICE36: 50% Combed cotton 35% Lurex 13% Polyamide 2% Elastane
 HDG36: 80% Combed cotton 5% Lurex 13% Polyamide 2% Elastane

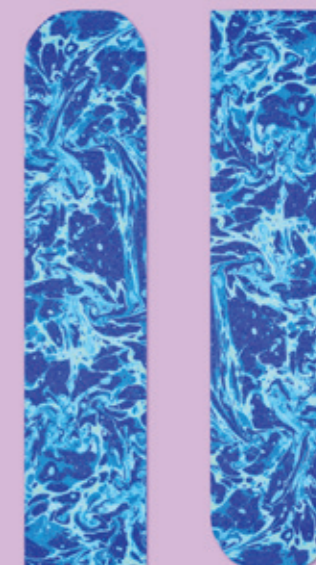
Sizes: 36-40 & 41-46. MBL35: One Size



MBL35-2000



MBL35-3000



MBL35-6000



ICE36-3000



HDG36-9000

GIFT PACKS

EASY SURPRISING FUN



XATH08-7000



XATH08-7000



XATH08-4000



XATH08-4000



XETY09-6000



XETY09-6000



XCAS09-9000



XCAS09-9000



XBDO09-9000



XBDO09-9000



XKBLE10-7000



XKBLE10-7000



XVAL08-4000



XVAL08-4000



XMOT08-7000



XMOT08-7000



XEAS09-2000



XEAS09-2000



XFAT08-6000



XFAT08-6000



XMAS08-4000



XMAS08-4000



Men's Boxer Brief and Sock Box



XTRI61-6000



Men's Boxer Brief and Sock Box



XARH61-9000



Men's Boxer and Sock Box



XTRI60-6000



Men's Boxer and Sock Box



XARH60-9000



Women's Hipster and Sock Box



XTRI62-6000



Women's Hipster and Sock Box



XARH62-9000

SOCKS

PRODUCT INFORMATION

Combed Cotton

Colorful Fun Unisex

As the cotton is combed before being spun into threads, short fibers fall out while stronger and comfier long fibers stay in. The cotton is then knitted on Italian Lonati machines, renowned for their precision. Combed cotton socks are available in a variety of designs, from solids to more advanced patterns and colors.

SIZE GUIDE

Adult Unisex Sizes

EUR	36-40	41-46
UK M	4-7	7,5-11,½
UK W	3,½-6,½	7-11
US M	4½-7½	8-13
US W	5½-9½	10-12½
JPN	21-24,½	25-29

KIDS

PRODUCT INFORMATION

Combed Cotton

Colorful Fun Unisex

As the cotton is combed before being spun into threads, short fibers fall out while stronger and comfier long fibres stay in. The cotton is then knitted on Italian Lonati machines, renowned for their precision.

Combed cotton socks are available in Two Packs, in a variety of designs, from solids to more advanced patterns and colors.

Cotton tights, sold per pair in fun and colorful patterns, are made from combed cotton and designed especially for kids to play comfortably in.

SIZE GUIDE

Kids Sizes

AGE	0-12 M	12-24 M	2-3 Y	4-6 Y	7-9 Y
EUR	15-18	19-22	23-26	27-30	31-34
UK	0,5-2	3-5	6-8,5	9-12	12,5-2
US	1-3	4-6	6,5-9,5	10,5-13	1-3,5
JPN	9,5-11,5	12-14	14,5-16,5	17-19	19,5-21,5

Baby Tights Sizes

AGE	6-12 M	12-18 M	18-24 M
EUR	74-80	86	92
US	26"-30"	30"-34"	34"-38"
UK	68-80	80-86	86-92
JPN	74-80	86	92

Art Direction:

Happy Socks Creative Team

Photography:
Kento Mori (Main Collection, Kids, Underwear), Johnny Wohlin (Athletic), Curtis Buchanan (Dressed, Special Special)

Production Manager:

Akeem the Dream

Styling:
Shino Suganuma & Akeem the Dream

Hair and Make Up:

Natsu

Models:
Heath (Surge), Josey (Surge), Federico Boden, Freddie Mac, Keisuke Baba, Yoshifumi Egawa, Kasekicider, K.A.N.T.A, PELI, DJ Kyoko, Ryutaro, Nathalie Kicc

Shot on location in Tokyo Japan, Stockholm Sweden and Los Angeles US

Product photography:

Johnny Wohlin

ATHLETIC

PRODUCT INFORMATION

Light compression, Arch support and Cushioned sole

Sporty Expressive Dynamic

Athletic socks are a more dynamic-friendly product specifically created with light compression, arch support and cushioned sole. Bringing more comfort, no matter what you do.

SIZE GUIDE

Adult Unisex Sizes

EUR	36-40	41-46
UK M	4-7	7,½-11,½
UK W	3,½-6,½	7-11
US M	4½-7½	8-13
US W	5½-9½	10-12½
JPN	21-24,½	25-29

DRESSED

PRODUCT INFORMATION

Pima Cotton

Smart Sophisticated Sleek

Dressed Socks are made of mercerized Peruvian Pima Cotton. This exceptional cotton, produced along the northern coastal valleys of Peru in unique growing conditions, makes these Happy Socks highly resistant yet incredibly soft and silky.

SIZE GUIDE

Men's Sizes

EUR	39-42	43-46
UK M	6-8	9-11,½
UK W	5,½-7,½	8,½-11
US M	6½-8½	9½-12
US W	8½-10	11-12½
JPN	24-26	27-29

UNDERWEAR

PRODUCT INFORMATION

Happy Socks underwear comes in a variety of key patterns and colors, bringing happiness and quality to every corner of your underwear drawer.

Women's Hipster

Comfortable Feminine Graphic

Happy Socks Hipsters have a comfort fit, perfect for everyday.

Men's Boxer Brief

Fitted Visual Playful

Happy Socks Boxer Briefs have a fitted silhouette for a slim look.

Men's Boxer

Vivid Free Stylish

Happy Socks Boxers have a fly opening and elastic waistband for a relaxed fit and casual look.

SIZE GUIDE

Womens Sizes

Size	XS	S	M	L
EUR	34	36	38	40
UK / AUS	6	8	10	12
US	2	4	6	8

Mens Sizes

Size	S	M	L	XL
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Happy Socks is currently sold in 70 countries and has distributors in the following countries:

Australia
Austria
Belarus
Belgium
Brazil
Canada
Chile
China
Colombia
Croatia
Czech Republic
Denmark
Ecuador
Estonia
Finland
France
Germany
Greece
The Netherlands

Hong Kong
Iceland
India
Israel
Italy
Japan
Latvia
Lithuania
Luxemburg
Malaysia
Mexico
New Zealand
Norway
Panama
Poland
Portugal
Russia
Slovakia
Slovenia

South Africa
South Korea
Singapore
Spain
Sweden
Switzerland
Taiwan
Thailand
Turkey
United Arab Emirates
United Kingdom
USA
Ukraine
Venezuela

Happy Socks®

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