

PRESS RELEASE

For Immediate Release

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Travelers Seeking Comfort & Convenience Embrace Travel Sock Technology

Rancho Cucamonga, California, July 26, 2017 -- Travel can be very unpredictable, uncomfortable and nerve wracking for most. Kicking off your shoes for TSA, making a dash for the gate at the far end of the terminal or dressing appropriately for the polar opposite weather of your destination; all can wreak havoc on your ability to feel and look your best. Sacrificing comfort, appearance and style is usually the order of operations while traveling but not anymore. Introducing Savvy Sox the first ever designer socks created for comfort, convenience and style while traveling.

Savvy Sox is a 5-year old creative sock and footwear engineering company based in Rancho Cucamonga, California. The owner Elbert Irving came up with the idea to develop a more durable and multipurpose sock built specifically for travelers after stepping into a puddle of unidentified bodily fluids while passing through security checkpoints.

"I'm a bit of a germaphobe so removing my shoes and walking a path traveled by hundreds of thousands of people daily, always made me cringe" says Elbert. Being that we already produced hundreds of unique designs for our standard sock line we decided to find a way to engineer a more durable "travel sock" that we could also print 100% wrap around designs.

After many months of experimentation and sleep deprivation Savvy Sox launched its line of "travel socks" that include durable non-slip bottoms, performance knit air flow, anti-bacterial & anti-microbial material to prevent the spread of germs and bacteria. Now you can kick off your shoes at TSA, on the plane, on the bus, train or even waltz into a public bathroom with no shoes on without the yuck. My mother would slap me silly for even thinking about doing such a detestable thing as a youth :)

With more than 300+ unique designs.. there's something for everyone... men, women, kids, parents, grandparents, WHOEVER! Whether you an animal lover, foodie, movie buff, gamer, sports fan or cartoon lover you're going to find sock designs that fits your fancy.

ABOUT SAVVY SOX

Savvy Sox was founded in 2013 & endorsed by several MULTI-PLATINUM recording artists, professional athletes, entertainers & frequent flyers from all over the world! These totally cool socks not only LOOK GREAT but FEEL even BETTER, thanks to the special shock absorbing cushioned heel and rubber grip bottoms that will make you want to never leave home without them!

CONTACT

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