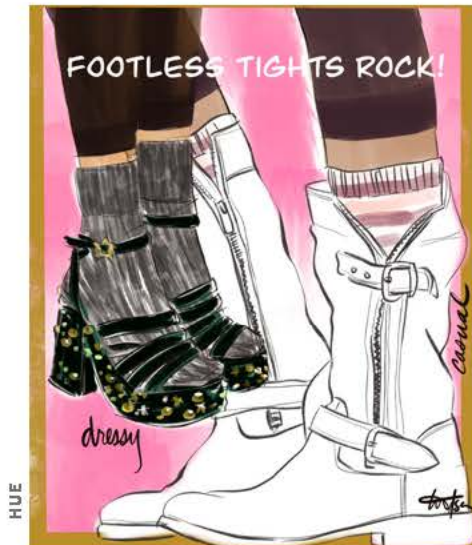


## Hue - Embracing The Change

BY TINA WILSON



Brands as iconic as HUE work hard every day to evolve, to remain relevant, and to always be curious. That is key.

Hue has curated a collection of boot socks, that aren't just about being warm and cozy, and all the other buzzwords, but they are about the style of boot, the function, and properties of the sock once it's on your foot and inside the boot. For example, HUE's Rubber Boot Sock has grippers, so you don't slip around inside. It's knee-high, which is perfect for those long rubber boots because of its functionality and purpose. They have sneaker solutions for a myriad of sneakers and they are seeing the success of creating relevant products with function in mind.

We could dwell on hosiery and its ups and downs, but let's focus on the optimism we

see ahead. Hallelujah for the return of the dress, the last few years have been rough in the hosiery world. There are many reasons for this, one being sneakers have taken over footwear and we all know that a dress, sneakers, and hose is not a good look... ever. But what about capri footless tights? You can layer them with socks, a dress, and sneakers while showing a little skin in between or you can wear them barefoot with a frilly dress and sandals. Footless tights are a modern approach to the pantyhose quandary.

There is also great value in collaboration, like the Fall 21 HUE Black Designer Collection. Allowing creatives to create outside of their box and in the case of the three designers showcased, they are all sportswear designers; they bring vivacity and a fresh perspective like gender-neutral sizing and pattern or a "stirrup" trouser sock that we all want. Collaborating also brings a sense of community and we all crave that. Hue starts with that communal sense by making much of their hosiery and socks in their carbon-neutral facilities in North Carolina, and never has it been more crucial than now with all the supply chain issues that plague fashion.

**We should all be invigorated by the challenges and the opportunities we face in an ever-growing and competitive field, and we should look forward to a future of innovation and embrace change.**

## Falke - We Care

BY ASI EFROS

Falke is a legwear company that planted its roots 126 years ago and has always stood for modern legwear, ethically manufactured from high-quality materials. The traditions of craftsmanship, which have been passed down from generation to generation, are constantly refined. A series of measures implemented in recent years and decades to increase the sustainability of the brand are united under one narrative, called Falke-We Care, which encompasses efforts to ensure environmental protection, animal welfare, and social responsibility.

Falke offers a portfolio of legwear styles that inspire, challenge, and trigger desire, and awaken feelings of happiness in people of all personalities, genders, occupations, and ages.

Falke's Autumn/Winter 2021 collection invites you on a relaxing journey through nature. Special natural phenomena such as snowy landscapes, fog, and ice, are the inspiration for the new season and can be found in modern designs of knitted socks and elegant tights.

Stripes, dots, and checks are a must in every collection. They set the tone in trendy color-blocking combinations or classic winter colors such as dark red and white. Winter looks focused on fine rib patterns, Norwegian, and plaited knits. Cuddly boot socks, short wool socks, and new invisible socks with cushioned soles round off the collection.





### Snowy and Frozen

Delicate socks and tights in shades of blue and white interpret a peaceful snowy landscape, frozen water, and beautiful ice crystals. The materials used are warm and cuddly yarns like wool, cashmere, alpaca, and cotton.

### Mist and Dew

Feminine lace and crochet looks, in an atmospheric color palette of pink and violet, in combination with plant-green,

define this trend.

### Cream and Sweet

White, cream, and vanilla meet bright candy colors and bring a sugar-sweet seduction to the leg. Fine socks and tights are inspired by delicate holiday pastries.

### Flour

Natural brown shades, rustic yarns, and simple weaves, give knitted socks a rudimentary look.

## Fogal - Celebrating its Centennial

BY ASI EFROS

When founder Léon Fogal, a global player in the legwear industry, established his brand, he was driven by a spirit of innovation. To create his unique collections of luxury hosiery, he pioneered the integration of high-quality natural fibers with the distinctive use of color.

Today the Swiss heritage brand Fogal is celebrating its 100th anniversary under the new leadership of Edouard and Margaux Burrus. The entrepreneurial couple has brought a contemporary creative vision to this classic Swiss brand, tapping into a fashion-forward customer base, and has set out to reinforce their retail network and make the label more sustainable. The brand has also reimagined iconic patterns into modern and versatile designs, with a focus on eco-responsible fabrics and packaging.

To highlight this centennial year, they have created two exciting collaborations with well-known contemporary fashion brands



— Zadig & Voltaire and Ulla Johnson.

And now, the **Fogal x Zadig & Voltaire** capsule collection, to be launched on November 4, features a dazzling vignette of Fogal tights sprinkled with the letters Z and V.

And at the same time, the collaboration between Fogal and **Ulla Johnson** has resulted in a beautifully designed capsule piece, the **Eugenie Stocking**.

Paisley motifs drawn from the printed

crepes of Ulla Johnson's ready-to-wear collection, in rich hues of bitter chocolate and raven, inspire the filigree of the hosiery. The sumptuous tights with a wide, comfortable waistband are perfect for an elegant night-out and complement any outfit.

In addition, Fogal has expanded its repertoire into athleisure by adding a range of wide-legged or fitted stretch leggings and tops, in fabrics made from organic and recycled materials.