

## Outdoor Retailer Summer Show - Booth #36171

### FOR IMMEDIATE RELEASE

## Dahlgren® Footwear Raises the Cuff for Casual Socks with 2012-13 Line

*Leading Performance Sock Maker Says Every Day Should Be a 'Top-Drawer' Sock Day*

TUALATIN, OR (June 21, 2012) - [Dahlgren Footwear](#), maker of the original moisture management sock for outdoor performance and the mastermind behind seven sock technology patents, stretches its toes into a broader market with its new 2012-2013 casual collection for men and women.

Adding to the classic outdoor sports and recreation lines, the new casual socks cater to everyday wear with a lightweight, bulk-free fit; accessible price-point; and stylish accents like polka dots, argyle and floral patterns.

While fun and fashionable, the line also boasts Dahlgren's signature multi-patented moisture management technology for enhanced comfort. [The Dri-Stride® Tech system](#), featuring independent zones of alpaca, merino and the proprietary ECO-Dri™ fiber (recycled polyester), absorbs moisture, funnels it away from the foot, and removes it from the shoe.



**Dahlgren Luckysock**

"Supreme comfort, circulation and moisture management are as essential on a long travel day, at a business conference or during a busy weekend as they are on the trail," says Kris Dahlgren, president of Dahlgren Footwear. "Dahlgren is proud to offer high-performing footwear that also fits into everyday shoes and lifestyles. We know that even if our customers aren't on an arctic expedition, they still deserve top-drawer socks that will keep feet dry, comfortable and rested... for that next adventure outdoors."



**Dahlgren Uptown**

**The full 2012-2013 Dahlgren line features socks in a spectrum of weights, heights and designs to meet the needs of both casual and athletic activities.** Highlights from the new casual

line are as follows.

**LUCKYSOCKS** - The women's thin, no-cushion, knee-high LuckySocks boast a bright assortment of argyle designs in Charcoal, Brown, Mineral and Black. Ideal wear-anywhere socks, the lightweight design pairs with all footwear for all-day comfort whether on the slopes or at the office. MSRP: \$21.95

(More)

**UPTOWN** - Featuring a flirty polka-dot cuff-design and sophisticated ankle embellishment, the casual and cute Uptown socks provide women with a sock that will go to work with them, and *for* them. Eschewing bulkiness, the thin, lightweight, crew cut matches perfectly with narrower casual, business and travel shoes. MSRP: \$18.95

**METRO** - Cushioned lightly under the foot, the Metro line offers argyle style for men, in Navy, Brown and Black, and a fun feminine pattern for women, in Navy, Brown or Charcoal, to pair with both casual and polished outfits. MSRP: \$18.95

**MULTISPORT COMPRESSION** - Dahlgren's new MultiSport Compression socks combine graduated compression (15-20 mmHg) to promote excellent circulation and enhanced energy for travelers, athletes and anyone who stands or sits for long periods of time. Sporting Dahlgren's new TechWeave™ ventilation support, the MultiSport also boasts bright colors and vintage styling for women (Black Atmosphere, and White) and classic hues for men (Chili, White and Charcoal). MSRP: \$29.95



**Dahlgren Multisport Compression**

Dahlgren Footwear is available at international retail locations as well as online.

Interested dealers can contact Kris Dahlgren at (800) 635-8539 or

[kris.d@dahlgrenfootwear.com](mailto:kris.d@dahlgrenfootwear.com).

Family-owned and operated **Dahlgren Footwear** was founded in 1978 as the original maker of moisture management socks for athletes. Using the multi-patented Dri-Stride® Tech system, which combines superfine alpaca (three times stronger and ten times more insulative than wool) for perfect thermal regulation; merino wool to provide all-day resilience; and separate zones of hydrophobic Eco-Dri™ (Dahlgren's 100% post-consumer recycled polyester) to remove absorbed moisture, Dahlgren offers the only active moisture management process available in a sock. The U.S.-produced Dahlgren line includes comfortable, high-performance socks for outdoor and snow sports, running and casual wear.

For more information contact Dahlgren at (800) 635-8539 or visit [www.DahlgrenFootwear.com](http://www.DahlgrenFootwear.com). For more information, samples or images, editors may contact On the Horizon Communications at (805) 773-1000, or [holly@thepressroom.com](mailto:holly@thepressroom.com).

