



FOR IMMEDIATE RELEASE

Dahlgren® Footwear Raises the Cuff for Casual Socks with Spring/Summer 2013 Line

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

WEST LINN, OR (January 3, 2013) – [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 spring/summer 2013 casual collection for men and women, featuring performance technology in everyday sock styles.

Building upon the brand's classic outdoor sports and recreation lines, the new casual socks are designed to enhance casual, travel and business sock experiences with a lightweight, bulk-free fit; accessible price-point; and stylish accents like polka dots, argyle and floral patterns.

Fun and fashionable, the line also boasts Dahlgren's signature multi-patented moisture management technology for superior comfort.

[The Dri-Stride® Tech system](#), featuring independent zones of alpaca, merino and the proprietary Dri-Tech™ fiber (recycled polyester), absorbs moisture, funnels it away from the foot, and removes it from the shoe.

"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. Our customers deserve top-drawer socks that will keep feet dry, comfortable and rested... for that next adventure outdoors."

Highlights from the new casual line are as follows.

LUCKY SOCKS – The women's thin, no-cushion, knee-high LuckySocks (**pictured above-right**) 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 hiking or at the office. MSRP: \$21.95

UPTOWN – Featuring a flirty polka-dot cuff-design and sophisticated ankle embellishment, the casual and cute Uptown socks (**pictured above-left**) 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 TWEED – Thin and un-cushioned, the men's Metro Tweed sock (**pictured at right**), features a subtle tweed pattern on the calf that fits in with both casual and professional activities and outfits. The patented construction at work in the fibers of the sock keep feet cool, calm and collected for enhanced performance on the job or while running errands. MSRP: \$18.50

U.S.-produced Dahlgren Footwear offers comfortable, high-quality, high-performance socks for outdoor, snow sports, running and casual categories, and is available at international retail locations as well as online. For



more information, visit www.DahlgrenFootwear.com. Media interested in interviews, samples or images may contact On the Horizon Communications at (805) 773-1000, or holly@thepressroom.com.

ABOUT DAHLGREN PATENTED CONSTRUCTION

The patented **Dri-Stride® Tech** construction ABSORBS, TRANSFERS and REMOVES moisture through strategically placed fibers and specially designed zones.

ABSORPTION: The absorption zones – located in the **toe**, **heel**, and **wicking rings** – are made from natural fibers: 70% Merino and 30% Alpaca. Merino wool naturally provides softness, absorption, and thermal adaptability, while the cashmere-soft Alpaca offers greater durability and resilience, with a low friction coefficient that helps resist blisters.

TRANSFER: If the socks contained only natural fibers, absorbed moisture would remain in the shoe, with little chance of evaporation. Instead, Dahlgren adds Eco-Dri™ to the **arch** and **instep** of the sock to create transfer zones that move moisture up and out of the natural-fiber zones using capillary action.

REMOVAL: Dahlgren's strategically placed Eco-Dri™ fiber also constitutes the **leg** of the sock. With better access to fresh air than the zones tucked away in the shoe, the leg area and Eco-Dri™ fiber allow moisture to evaporate faster and more efficiently.

