



4 Degree™ Elite Fit System:

Our most advanced proprietary fit system found in all PhD® socks. This locked-in, secure-fit platform enables less slippage and more summits—keeping the sock in place for better flex and recovery.



Indestructawool™ Technology:

This isn't just something we added to our PhD® socks, but a whole new way to build them. Indestructawool™ is a ground-breaking process that places the right materials in the right places to create a 30% stronger, nylon-reinforced exterior while keeping Merino next to skin.



Virtually Seamless™ Toe:

We've smoothed out our toe seams for ultimate in-shoe fit and comfort. This technology is found in performance and casual socks.



Women's Specific Fit:

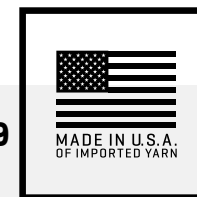
Women's feet are like pizza, and men's feet are like 2x4s. They need different cuts of socks. Our industry-leading women's specific fit is crafted to provide more comfort and performance for women, with its narrower fit and shallower heel.



NEW FOR SPRING 19

Shred Shield:

Our newest innovation—Shred Shield reinforces the toe cap with minimal cushioning to combat excess friction from the top and front of toenails. It increases durability by 3x and is found in all of our 200 needle ultra light performance and lifestyle socks.



NEW FOR SPRING 19

No Shows Now Made In The U.S.A.

This year, we've moved No Show sock production stateside.