

# Socks4Good

Experia by Thorlos has put a sustainable message into its new sock line. / By Carly Russo

**S**ocks are becoming a lot more sustainable with Experia by Thorlos entering the eco-game with the launch of an eco-friendly line focused on reducing pollution and waste in its collection for Fall 2021.

The Experia Green line features an assortment of performance socks made from certified Repreve yarns, which consist of fibers sourced from recycled materials. The new socks are crafted to assist in ocean clean-up by recycling an average of four plastic bottles per pair — contributing to

the brand's mission to reduce global waste.

"Today's consumers demand high performance and are incredibly sensitive to the impact their choices have on the environment," says Eric Cody, global director for Thorlos and Experia. "We are proud that we have been able to meet both of these demands with Experia Green."

Experia Green is the first line of many new products for Thorlos and Experia under the recent partnership with Lamour. The brand joined Terramar and Trimfit among many others in Lamour's portfolio,

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establishing a partnership that will help the brand reach its goal of introducing more sustainable practices in its supply chain.

"We are constantly looking for more ways to source recycled materials to eliminate waste to protect our planet without compromising quality and durability of our products," says Ani Basmacioglu, director of brand merchandising for Lamour. "Experia is looking to bring awareness about the importance of being green. We want to make our products better while making a difference."

Featuring a mesh fabric and blister-resistant seams, the Experia Green sock provides a breathable option for runners with the planet's well-being in mind. As consumers increasingly demand better green practices from retailers, brands that care about sustainability are becoming more popular.

"As more customers look for creative ways to recycle and reuse, retailers will benefit from supporting brands like Experia that are purposeful to show their commitment and support in helping bring awareness and in making the planet better," adds Basmacioglu.

The socks are available in three lengths, including a no show liner, a tab back low cut and an ankle cut in five color ways for Fall 2021. Experia plans to create additional colors for a Spring 2022 collection. ■

*The new Experia Green is the first of many lines for Thorlos from Lamour.*

