

Happy Socks®

Background:

The human feet are one of the most expressive and revealing parts of our body. Like Jess and Nick discovered in *New Girl*, your feet point at what you want — even if you don't know it yet. There's actual science behind this phenomenon too. The more distant a body part is from the brain, the less aware we are of its movements. Therefore, we are less able to control them. You may be able to fake a smile, but your feet speak your truth.

Target: The Groovy Self Discoverers

We are the vibrant 20-30 year olds on a constant cycle of self-discovery. We believe self expression is exactly that: a discovery process. When you first meet us you'll notice our colorful clothes, funky hair styles, and potentially a little glitter. Style and fashion are emotive. We aren't afraid to be ourselves, but sometimes we don't always know what that is. We've gone through a lot of style changes. Yeah, we wore chunky sneakers before we moved onto platform shoes. But it is a part of our process as a human being, and there's confidence to be found within that. We are expressive outwardly in pursuit of how we feel inwardly.

Brand Insight:

Happy Socks add an expression of personality to any outfit through their vivid, fun, and energetic sock art.

Consumer Insight:

"My feet speak my truth. Whether it's my toes dancing to a tune, or my feet pigeon toed while talking to my crush — my feet reveal my feelings."

Strategy Statement:

Because your feet speak your truth, Happy Socks provide an outlet for the Groovy Self Discoverer to express themselves and pursue how they feel.