

Our vision, mission & values

- **Vision:** To be a reputable leader in the socks and legwear-apparels, to be recognized as the “socks people”
- **Mission:** Provide great & unique foot and leg wear for a comfortable and fun experience.
- **Objective and Values:**
 - Empowering employees with excellent product knowledge thus providing excellent customer service advising customers with the right choice.
 - Sharing the knowledge that socks are as important as a comfortable piece of clothing and fitting as a pair of shoes.
 - To manufacture a wide range of socks to be developed that can comfort every feet and fit every shoe design.
 - Producing quality legwear with trendy designs & colours to make a statement