



S21  
features®  
Product Guide

# Our Pledge for the Future

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Feetures was built on one goal: Making the best performance sock in the world so that everyone can Go. Do. Live. and achieve their personal best.

In order to achieve our personal best, we have a responsibility to protect the places where we live, work and play for years to come. By creating performance socks that last a lifetime, reducing manufacturing waste and utilizing yarn made from recycled bottles, we are able to move everyone forward towards a more sustainable future.

We look forward to sharing more details about these efforts as we continue to Go. Do. Live. in a way that is beneficial for our partners, our customers and our environment.



Hugh Gaither  
CEO

# We built our company on a lifetime guarantee.

Because there's nothing more sustainable than creating quality products made to last.



LIFETIME  
GUARANTEE



YARN MADE FROM  
RECYCLED BOTTLES



REDUCING  
WASTE

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PRISM  
collection



S 21

**A**s we approach 2021 we find ourselves looking through a new perspective — things that were once taken for granted are now seen in a whole new light. Through this new prism we can see our priorities more clearly. Now comfort, wellness, mindfulness and health all shine brighter and move us forward.

You'll see this new perspective in our S21 Prism Collection, influenced by the refraction of light and the broader influence of mood-enhancing colors on our lives.



PRISM COLLECTION

ELITE ULTRA LIGHT NO SHOW TAB



**NEW** Polychrome Pink  
Style #E55366  
Available February 2021

**NEW** Purple Nitro  
Style #E55367  
Available February 2021

**NEW** A.I. Aqua  
Style #E55368  
Available February 2021

**NEW** Night Vision  
Style #E55369  
Available February 2021



**NEW** Smoky Quartz  
Style #E55370  
Available February 2021

**NEW** Oceanic  
Style #E55371  
Available February 2021

**NEW** Rose Tea  
Style #E55372  
Available February 2021

**NEW** Nighttime Blue  
Style #E55373  
Available February 2021



Gray  
Style #E55160  
Available Now

White  
Style #E55158  
Available Now

Black  
Style #E55159  
Available Now

ELITE ULTRA LIGHT QUARTER



White  
Style #E25158  
Available Now

Black  
Style #E25159  
Available Now

ELITE ULTRA LIGHT MINI CREW



Black  
Style #E95159  
Available Now

ELITE LIGHT CUSHION NO SHOW TAB



**NEW** Polychrome Pink  
Style #E50366  
Available February 2021

**NEW** Purple Nitro  
Style #E50367  
Available February 2021

**NEW** A.I. Aqua  
Style #E50368  
Available February 2021

**NEW** Night Vision  
Style #E50369  
Available February 2021



**NEW** Smoky Quartz  
Style #E50370  
Available February 2021

**NEW** Oceanic  
Style #E50371  
Available February 2021

**NEW** Rose Tea  
Style #E50372  
Available February 2021

**NEW** Nighttime Blue  
Style #E50373  
Available February 2021



Gray  
Style #E50160  
Available Now

White  
Style #E50158  
Available Now

Black  
Style #E50159  
Available Now

ELITE LIGHT CUSHION QUARTER



**NEW** Oceanic  
Style #E20371  
Available February 2021

Black  
Style #E20159  
Available Now

White  
Style #E20158  
Available Now

ELITE LIGHT CUSHION MINI CREW



**NEW** Blue Static  
Style #E90374  
Available February 2021



**NEW** Black Static  
Style #E90375  
Available February 2021



**NEW** Blue Waves  
Style #E90376  
Available February 2021



**NEW** Black Waves  
Style #E90377  
Available February 2021



**NEW** Sunset Waves  
Style #E90378  
Available February 2021



**NEW** Black High Top Stripe  
Style #E90404  
Available February 2021



Black  
Style #E90159  
Available Now

ELITE MAX CUSHION NO SHOW TAB



**NEW** Polychrome Pink  
Style #EC50366  
Available February 2021



**NEW** Purple Nitro  
Style #EC50367  
Available February 2021



**NEW** A.I. Aqua  
Style #EC50368  
Available February 2021



**NEW** Night Vision  
Style #EC50369  
Available February 2021



**NEW** Smoky Quartz  
Style #EC50370  
Available February 2021



**NEW** Oceanic  
Style #EC50371  
Available February 2021



Gray  
Style #EC50160  
Available Now



White  
Style #EC50158  
Available Now



Black  
Style #EC50159  
Available Now

ELITE MAX CUSHION LOW CUT



**NEW** White  
Style #EC30158  
Available February 2021



**NEW** Black  
Style #EC30159  
Available February 2021



**NEW** Gray  
Style #EC30160  
Available February 2021



### Custom-Like Fit

Prevents bunching, slipping and reduces the risk of blisters.



### iWick Fibers

Keep feet cool and dry, while providing superior comfort.



### Targeted Compression

Provides zone-specific compression where you need it most for superior fit and support.

# feetures<sup>®</sup>

GOLF

## A runner's secret weapon, now on the golf course.

There's a reason why Feetures are the sock of choice for elite runners all over the world—they keep their feet comfortable and blister-free while pushing themselves to the max. Now the benefits from the trail can be felt on the course. Feetures Elite Golf sock gives golfers their own secret weapon: a sock that keeps them cool, dry and stays up every step of the way.

COMING SOON

MERINO 10 ULTRA LIGHT NO SHOW TAB



Purple Addict  
Style #EM55309  
Available Now



French Navy  
Style #EM55305  
Available Now



Bio Lime  
Style #EM55307  
Available Now



Gray  
Style #EM55163  
Available Now



White  
Style #EM55161  
Available Now



Charcoal  
Style #EM55162  
Available Now

MERINO 10 CUSHION NO SHOW TAB



Purple Addict  
Style #EM50309  
Available Now



French Navy  
Style #EM50305  
Available Now



Bio Lime  
Style #EM50307  
Available Now



Gray  
Style #EM50163  
Available Now



White  
Style #EM50161  
Available Now



Charcoal  
Style #EM50162  
Available Now

MERINO 10 ULTRA LIGHT QUARTER



Gray  
Style #EM25163  
Available Now



Charcoal  
Style #EM25162  
Available Now

MERINO 10 CUSHION QUARTER



Gray  
Style #EM20163  
Available Now



Charcoal  
Style #EM20162  
Available Now

MERINO 10 ULTRA LIGHT MINI CREW



Charcoal  
Style #EM95162  
Available Now

MERINO 10 CUSHION CREW



Gray  
Style #EM10163  
Available Now



Charcoal  
Style #EM10162  
Available Now

MERINO 10 CUSHION MINI CREW



Charcoal  
Style #EM90162  
Available Now



HIGH PERFORMANCE ULTRA LIGHT NO SHOW TAB



**NEW** Rose Tea  
Style #FA55379  
Available February 2021



**NEW** Lilatech  
Style #FA55380  
Available February 2021



**NEW** French Navy  
Style #FA55381  
Available February 2021



Heather Gray  
Style #FA5558  
Available Now



White  
Style #FA5500  
Available Now



Black  
Style #FA5501  
Available Now

HIGH PERFORMANCE CUSHION NO SHOW TAB



**NEW** Rose Tea  
Style #FA50379  
Available February 2021



**NEW** Lilatech  
Style #FA50380  
Available February 2021



**NEW** French Navy  
Style #FA50381  
Available February 2021



Heather Gray  
Style #FA5058  
Available Now



White  
Style #FA5000  
Available Now



Black  
Style #FA5001  
Available Now

HIGH PERFORMANCE ULTRA LIGHT QUARTER



White  
Style #FA2500  
Available Now



Black  
Style #FA2501  
Available Now

HIGH PERFORMANCE CUSHION QUARTER



White  
Style #FA2000  
Available Now



Black  
Style #FA2001  
Available Now

HIGH PERFORMANCE CUSHION CREW



White  
Style #FA1000  
Available Now



Black  
Style #FA1001  
Available Now

PF RELIEF ULTRA LIGHT NO SHOW TAB



White  
Style #PF55158  
Available Now

Black  
Style #PF55159  
Available Now

PF RELIEF CUSHION NO SHOW TAB



Black  
Style #PF50159  
Available Now

White  
Style #PF50158  
Available Now

**NEW** Lilatech  
Style #PF50380  
Available February 2021

**NEW** Oceanic  
Style #PF50371  
Available February 2021

PF RELIEF ULTRA LIGHT QUARTER



White  
Style #PF25158  
Available Now

Black  
Style #PF25159  
Available Now

PF RELIEF CUSHION QUARTER



White  
Style #PF20158  
Available Now

Black  
Style #PF20159  
Available Now

PF RELIEF ULTRA LIGHT CREW



Black  
Style #PF15159  
Available Now

PF RELIEF CUSHION CREW



Black  
Style #PF10159  
Available Now

GRADUATED COMPRESSION **LIGHT CUSHION**



**NEW**  
Lilitech  
Style #PC60380  
Available February 2021



**NEW**  
Oceanic  
Style #PC60371  
Available February 2021



Gray  
Style #PC60251  
Available Now



Black  
Style #PC60250  
Available Now

THERAPEUTIC CUSHION **CREW**



White  
Style #F100300  
Available Now



Black  
Style #F100301  
Available Now

THERAPEUTIC CUSHION **QUARTER**



White  
Style #F200300  
Available Now



Black  
Style #F200301  
Available Now

MEN'S NO SHOW



Taupe  
Style #LM75351  
Available Now



Black  
Style #LM75348  
Available Now



Gray  
Style #LM75352  
Available Now

MEN'S NO SHOW COLORBLOCK



**NEW** Gray  
Style #LM75392  
Available February 2021



**NEW** Navy  
Style #LM75393  
Available February 2021



**NEW** Black  
Style #LM75394  
Available February 2021

MEN'S WIDE RIB CREW **ULTRA LIGHT**



Black – Style # LM15001  
Available Now



Charcoal – Style # LM15100  
Available Now



Navy – Style # LM15103  
Available Now



Brown – Style # LM15102  
Available Now

MEN'S CASUAL RIB CREW **CUSHION**



Black – Style # LM10101  
Available Now



Gray – Style # LM10107  
Available Now



Navy – Style # LM10104  
Available Now



Taupe – Style # LM10106  
Available Now

MEN'S CLASSIC RIB CREW **CUSHION**



Black – Style #LM10001  
Available Now



Charcoal – Style #LM10100  
Available Now



Navy – Style #LM10103  
Available Now



Brown – Style #LM10102  
Available Now

MEN'S ATHERTON RIB CREW CUSHION



Charcoal  
Style #LM10320  
Available Now



Brown  
Style #LM10321  
Available Now



Navy  
Style #LM10322  
Available Now

MEN'S INTERSECTION CREW ULTRA LIGHT



Black  
Style #LM15323  
Available Now



Brown  
Style #LM15325  
Available Now

MEN'S BE BOLD CREW CUSHION



Charcoal  
Style #LM10317  
Available Now



Gray  
Style #LM10318  
Available Now



Navy  
Style #LM10319  
Available Now

MEN'S UPTOWN CREW ULTRA LIGHT



Black  
Style #LM15326  
Available Now



Navy  
Style #LM15327  
Available Now



Gray  
Style #LM15328  
Available Now

MEN'S TRIANGLE PARK CREW ULTRA LIGHT



Navy  
Style #LM15329  
Available Now



Charcoal  
Style #LM15331  
Available Now

WOMEN'S NO SHOW



Black  
Style #LW75348  
Available Now

Light Gray  
Style #LW75349  
Available Now

Natural  
Style #LW75350  
Available Now

WOMEN'S NO SHOW GRADIENT



**NEW** Black  
Style #LW75385  
Available February 2021

**NEW** Navy  
Style #LW75386  
Available February 2021

**NEW** White  
Style #LW75387  
Available February 2021

**NEW** Light Gray  
Style #LW75388  
Available February 2021

WOMEN'S NO SHOW MONDRIAN



**NEW** Navy  
Style #LW75389  
Available February 2021

**NEW** White  
Style #LW75390  
Available February 2021

**NEW** Light Gray  
Style #LW75391  
Available February 2021

WOMEN'S NO SHOW



**NEW** Putty Pink  
Style #LW75401  
Available February 2021

**NEW** Lilatech  
Style #LW75402  
Available February 2021

**NEW** Tranquility Blue  
Style #LW75403  
Available February 2021

WOMEN'S SUPER LOW



Black  
Style #LW85216  
Available Now

Natural  
Style #LW85219  
Available Now

Light Gray  
Style #LW85218  
Available Now

WOMEN'S SUPER LOW STRIPE



Charcoal  
Style #LW85221  
Available Now

**NEW** Natural  
Style #LW85383  
Available February 2021

**NEW** Light Gray  
Style #LW85384  
Available February 2021

WOMEN'S TEXTURE CREW CUSHION



WOMEN'S KNEE HIGH CUSHION



WOMEN'S TEXTURE CREW ULTRA LIGHT



WOMEN'S KNEE HIGH ULTRA LIGHT



WOMEN'S MOD BLOCK CREW **CUSHION**



WOMEN'S AMP STRIPE CREW **ULTRA LIGHT**



WOMEN'S HEXTEX CREW **CUSHION**



WOMEN'S NEO FLORAL CREW **ULTRA LIGHT**





HIGH PERFORMANCE ULTRA LIGHT NO SHOW TAB



Purple Addict  
Style #FA55309

Digital Teal  
Style #FA55316

Bio Lime  
Style #FA55307

HIGH PERFORMANCE CUSHION NO SHOW TAB



Purple Addict  
Style #FA50309

Digital Teal  
Style #FA50316

Bio Lime  
Style #FA50307

Lilac  
Style #FA50276

Mint  
Style #FA50277

Petal  
Style #FA50278

ELITE LIGHT CUSHION MINI CREW



Digital Teal High Top Stripe  
Style #E90310

Black High Top Stripe  
Style #E90311

Light Gray Prism  
Style #E90312

Black Prism  
Style #E90313

French Navy Daybreak  
Style #E90314

Black Daybreak  
Style #E90315

ELITE ULTRA LIGHT NO SHOW TAB



Primrose Pink  
Style #E55302

Heather Rose  
Style #E55303

Soft Moss  
Style #E55304

French Navy  
Style #E55305

Brickyard Gray  
Style #E55306

Bio Lime  
Style #E55307

Blue Moon  
Style #E55308

Purple Addict  
Style #E55309

ELITE LIGHT CUSHION NO SHOW TAB



Primrose Pink  
Style #E50302

Heather Rose  
Style #E50303

Soft Moss  
Style #E50304

French Navy  
Style #E50305

Brickyard Gray  
Style #E50306

Bio Lime  
Style #E50307

Blue Moon  
Style #E50308

Purple Addict  
Style #E50309

ELITE MAX CUSHION NO SHOW TAB



Primrose Pink  
Style #EC50302

Heather Rose  
Style #EC50303

Soft Moss  
Style #EC50304

French Navy  
Style #EC50305

Brickyard Gray  
Style #EC50306

Bio Lime  
Style #EC50307

Blue Moon  
Style #EC50308

Purple Addict  
Style #EC50309

ELITE MAX CUSHION QUARTER



Gray  
Style #EC20160

White  
Style #EC20158

Black  
Style #EC20159

ELITE GRADUATED COMPRESSION LIGHT CUSHION



Quasar Pink  
Style #PC60238

Aurora Blue  
Style #PC60240

PF RELIEF CUSHION NO SHOW TAB



Fuchsia  
Style #PF50245

True Blue  
Style #PF50248

MEN'S NO SHOW COLORBLOCK



Charcoal  
Style #LM75353



Navy  
Style #LM75292



Gray  
Style #LM75293

WOMEN'S NO SHOW STRIPE



Rose  
Style #LW75289



Natural  
Style #LW75290



Jade  
Style #LW75291

WOMEN'S NO SHOW DYNAMIC DIAMOND



Light Gray  
Style #LW75286



Blue Creek  
Style #LW75287



Charcoal  
Style #LW75288

WOMEN'S SUPER LOW STRIPE

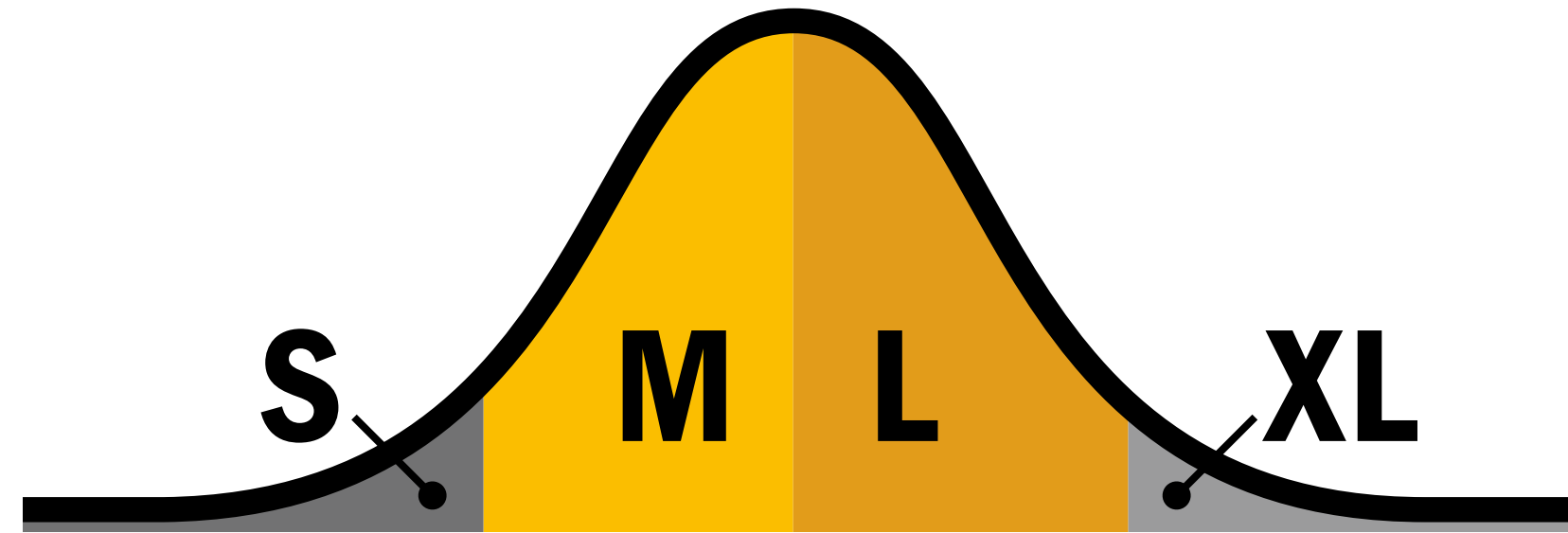


Rose  
Style #LW85284



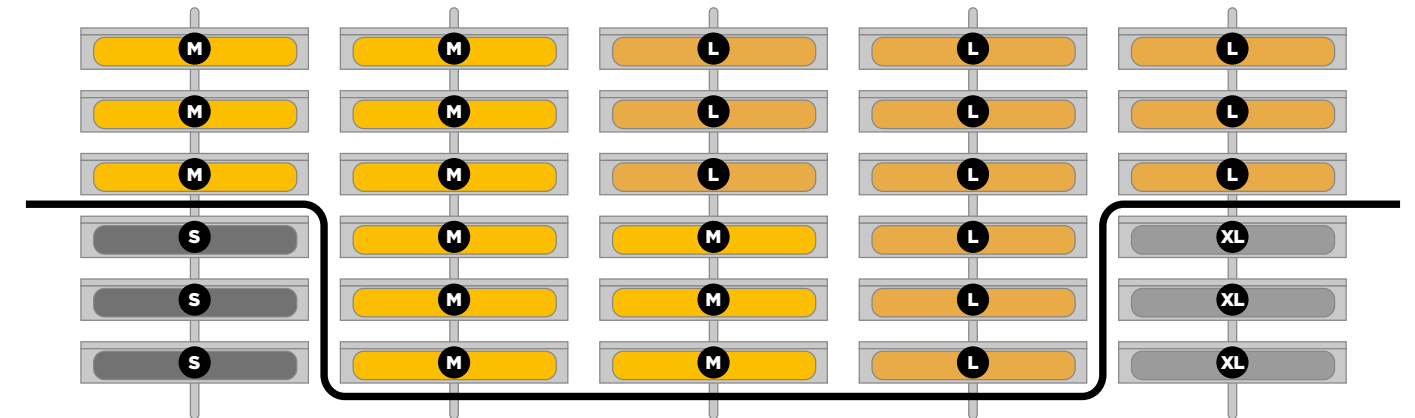
Jade  
Style #LW85285

# THE MONEY'S IN THE MIDDLE



MEDIUM + LARGE SIZES = 85% OF FEETURES SALES

## SIZE WISE SALES MIX



Overhead View of Merchandising Rack

- It's important that the mix on your rack match your customer mix.
- If you stock all Smalls on one peg and all Extra Larges on another, your money and merchandising space is tied up in slow moving, non-core sizes.
- Achieving a Size Wise Sales Mix requires combining multiple sizes on the same peg.
- Remember, 85% of sales are in Medium and Large sizes. So stock accordingly.

# Feetures POS Materials

Point-of-sale materials are provided without charge as part of our Performance Sales Program. Contact customer service for additional details.

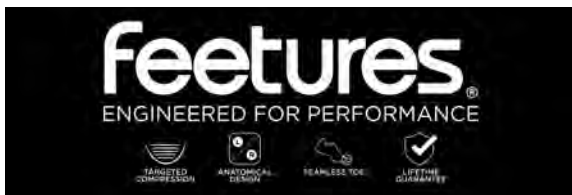


Try-on Bin



Small Foot Form

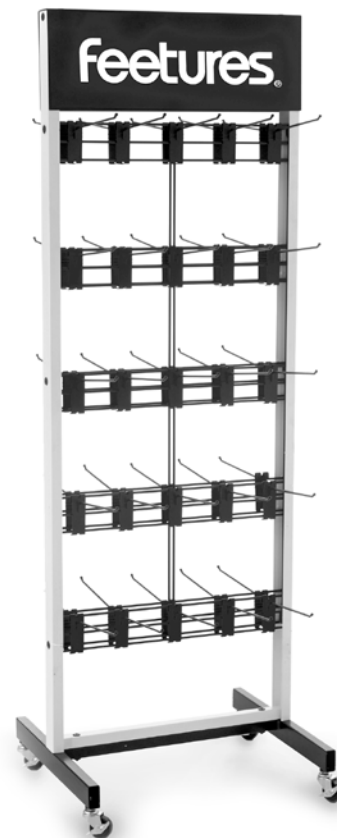
Large Foot Form



Slat Wall Header  
24" x 8"



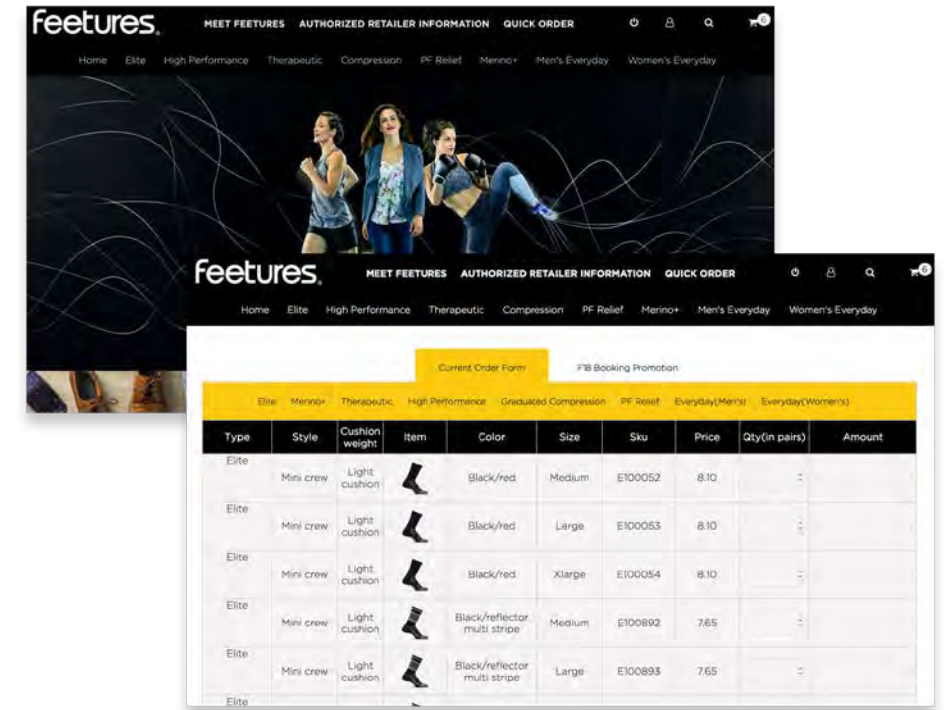
Small Display  
15" w x 20" d x 61" h  
Holds 12 dozen pairs



Large Display  
23" w x 21" d x 68" h  
Holds 25 dozen pairs

# Get B2B Access

Ready to order? Request access to Feetures B2B by emailing [customerservice@feetures.com](mailto:customerservice@feetures.com). After you are granted access you will receive an email with a password to enter at [b2b.feetures.com](http://b2b.feetures.com). From there you can reset your password and then place your order, check order status, or see what products you ordered last time. Easy as that.



# How to Order Feetures

- All styles and sizes can be ordered in quantities of 3.
- Terms are always Net 30 days, FOB Hickory, NC.

**Phone:** 888-801-7227

**E-mail:** [orders@feetures.com](mailto:orders@feetures.com)

**Mail:** 1210 25th Street Place Southeast

**Fax:** 888-801-7243

**Web:** [b2b.feetures.com](http://b2b.feetures.com)

Hickory, NC 28602



features®



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