

Essentials Innovations

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cool&fresh™
keeps you cool, dry and fresh all day

Cool & Fresh™ technology draws moisture away from the skin, for an antibacterial and moisture-wicking finish that'll keep the customer feeling fresh all day.

FRESHFEET™



Freshfeet™ technology works hard, with an antibacterial finish to keep the wearer smelling fresh.

Gentle Grip Socks

Non-elastic band gives a secure fit without leaving a mark on the skin.



STAYNEW™



StayNew™ technology to keep the garment looking as good as new, wash after wash.

STAYNEW™
LONG LASTING,
FADE RESISTANT AND
RESISTS PILLING

Heatgen™

Heatgen™ technology uses an innovative fibre blend, helping the body to generate and retain heat so the wearer can stay warm when the weather gets chilly.

arch support

Arch support features added rib detailing around the centre of the foot to provide support during daily activities.

