

Men's Fashion

Sock Style

(NAPSA)—Until recently, men's socks were limited to black, navy or white. Today, a stroll down the hosiery aisle reveals bold designs and countless colors. The once basic sock is now the ideal accessory for imparting flair, color or personality to a wardrobe.

"The sock has replaced the tie as the canvas for sartorial self-expression," said Trish McHale, head of marketing for Gold Toe Socks. "Socks are fashion statements and more men are putting an exclamation point to that fact."



When it comes to color and creativity, many men are voting with their feet—and selecting trendsetting socks.

Since 1934, Gold Toe has adapted to fashion's fickle nature. Today, its "G" collection is the brand's answer to the needs of a younger and more fashion-forward consumer.

"This year, we're seeing more modern and abstract geometrics—and a lot more color," said Matthew Mull, sock designer. "But the desire to be different can lead to creative trendsetting style—and to fashion missteps."

Here are a few tips to blend bold and brash socks into your wardrobe:

- Socks should be a reflection of your personality, not a wild exaggeration.
- Step into style slowly if you're unsure. Start with updated classic patterns like rich plaids, herringbones and geometrics.
- The style or weight of your socks should complement your shoes. Heavier socks are more casual; thinner socks are more upscale and dressy.
- There are no rules for matching socks, but the most stylish men match them to their pants.
- The key is to be savvy and dress for the occasion. Stick with the brand you trust.

"The traditional dress sock will always be essential, but brighter and more creative styles certainly have made socks the perfect accessory that they have become," said Mull.

The Gold Toe brand has continued to thrive these past 80 years by combining durability and comfort with fashion. To learn more about sock style, visit www.facebook.com/goldtoe.