

DKNY

Men's Sock Trend:
Everyday Cushioned Casual



Core Palette:



ARCHROMA
547-130



ARCHROMA
330-120



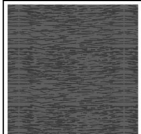
ARCHROMA
431-380



PANTONE
19-3851 TCX



BROS



BROS



PANTONE
11-0700 TCX



PANTONE
19-4008 TCX



\$13 | Fabletics



\$20 | Ugg



\$18 | J. Crew



\$14 | Bombas



\$24 3 pack | Adidas

A staple sock style you can dress up or down.



THE STYLE
Made for Any Shoe

No extra cushioning means these fit seamlessly in dress shoes, yet they're still plush enough for sneakers, too. You pick.



THE FEEL
Effortlessly Soft

Lightweight, breathable, and super soft thanks to Extra-Long Staple Cotton. Plus, our signature Seamless Toe for a smooth feel.

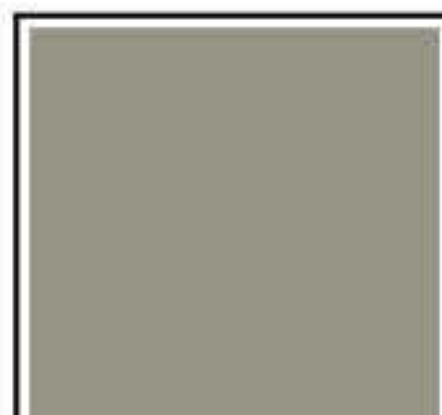
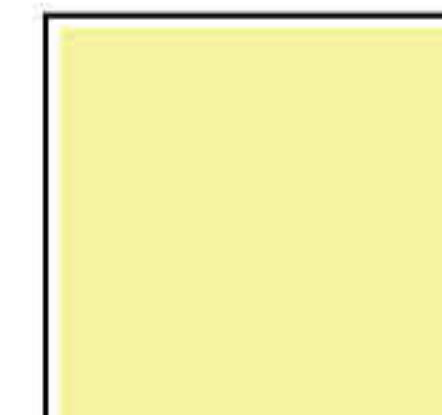


THE FIT
Scrunchy Support

The built-in arch support is like a hug for your foot, while the leg of the sock is fine-tuned to be worn scrunchy or straight.

DKNY



 ARCHROMA 547-130	 PANTONE 16-0205 TCX	 PANTONE 17-1647 TCX	 PANTONE 14-1323 TCX	 PANTONE 12-0915 TCX	 ARCHROMA 218-170	 PANTONE 13-0317 TCX	 ARCHROMA 325-170	 ARCHROMA 330-120	 ARCHROMA 431-380	 PANTONE 11-0700 TCX	 PANTONE 11-1001 TCX	 BROS B10	 AS SWATCH
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Core Palette:

DKNY

Women's: Multi Low Cut 3-4pp



\$14 4 pack | Target, Hanes



\$17 3 pack | Hue



\$50 4 pack | Bombas



\$15 3 pack | Gap



\$38 3 pack | Lulu Lemon



\$16 3 pack | Gap



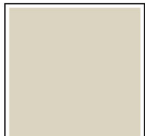
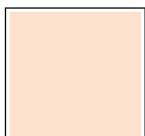
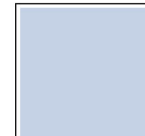
\$18 3 pack | Aritzia

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Women's Sock Trend



Core Palette:

 ARCHROMA 547-130	 PANTONE 14-1323 TCX	 PANTONE 12-0915 TCX	 ARCHROMA 330-120	 ARCHROMA 431-380	 PANTONE 11-0700 TCX	 PANTONE 11-1001 TCX	 BROS B10	 AS SWATCH
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DKNY

Everyday Basics: The Liner



DKNY

Women's Market Offering



\$18 3 pack | Aritzia



\$48 4 pack | Bombas



\$20 3 pack | Aritzia



\$13 5 pack | American Eagle



\$16 | Bombas



\$10 | Calzedonia



\$14 4 pack | Target, Hanes

Key Colors and Features Across Market

