AFROPOP

SOCKS

Introducing our

BRAND

AFROPOP

SOCKS

INSPIRED BY AFRICAN ART

STOCKED IN:
SELFRIDGES & CO
WESTFIELD WHITE CITY
BARBICAN CENTRE
TATE MODERN

TRUSTPILOT ★★★★★

WORKING WITH US

AFROPOP

SOCKS

Isaac Prempeh

FOUNDER

WE ARE A VIBRANT AND GROWING SOCKS COMPANY ON A MISSION TO BRING A LITTLE BIT OF AFRICAN ART TO SOCK DRAWERS AROUND THE WORLD. OUR SOCKS ARE A 75% COTTON COMBED BLEND AND UNISEX IN DESIGN. WE USE A 200 NEEDLE KNIT COMPOSITION PRODUCING A HIGHLY DETAILED FINE KNIT.

WHOLESALE PURCHASES CAN BE MADE QUICKLY AND EASILY BY EMAILING US AT SALES@AFROPOPSOCKS.COM

ART INSPIRED SOCKS

Our vision is to create a **positive disruption in the socks industry** by providing stylish and vibrant socks inspired by the unique African art. There has been a huge upward trend in changing views of socks as they become viewed as a fashion accessory.
We have proven that there is room in the market to provide **a fresh and novel approach to pattern design**, using inspiration from traditional symbols and shapes found in countries across Africa. As a young company, we've established **strong branding, a loyal following and a commitment to 100% recyclable packaging** for our customers.

- 25,000 followers
- 30,000 Pairs sold to date
- Customer base: UK, US and Europe
- Found in 80+ stores worldwide
- Celebrity endorsements
- 40% customer retention vs 27% industry rate

RETAIL PARTNERS

Found in over 80 stores worldwide including Selfridges & Co London and Westfield White City London; the largest shopping centre in the UK

MUSEUM SHOPS

Proud to be featured in a growing number of museums and art centres worldwide, where the interest in a novel way to experience African art has been well received.

BRAND COLLABORATIONS

SMILEY WORLD® x AFROPOP

HELLO FRESH

We have taken part in several brand collaborations, which involved custom designed socks for our partners. Recent projects have included socks for HelloFresh employees

and a new license for a sock collection with smiley.com

AS SEEN ON

BBC

Afropop socks have been featured on several British television shows hosted on BBC and Channel 4.

AFROPOPSOCKS

AIR
AF·1

BRANDED BOXES

KIDS

Socks for children aged 3-9 years old

SMILEY WORLD® x AFROPOP

AFROPOP SOCKS