



JO JOSOX[®]

FALL 2014

TUFF CUFF SOX



Don't P Cocky -
Blue Moon



Don't P Cocky -
Lime Light



Tribal Dance -
Blazing Fire



Tribal Dance -
Cool Waters



Bits & Pieces -
Dark Dusk



Houndstooth -
Black & White



Horse Play -
Avocado



Horse Play -
Raspberry
*Available in Kids



Fox Trot -
Tootie Fruity



Fox Trot -
Grapevine



Carousel -
County Fair
*Available in Kids



City Blocks -
Fresh Cappuccino

FALL 2014



Leo Leopard -
Big Apple



Wild Horses -
Multi Neon
* Available in Kids



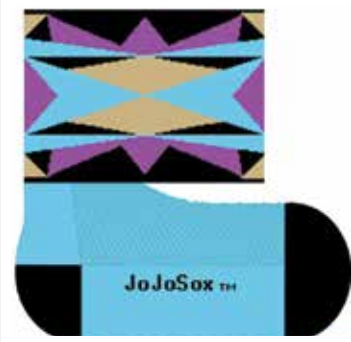
Zebra -
Spring



Girl's Best Friend -
Fire & Rain



Girl's Best Friend -
Blue Moon



Walk Like An Egyptian -
Egyptian Night



Walk Like An Egyptian -
Egyptian Sunset

COOLMAX ECO-MADE TUFF CUFF SOX:

- 4" STAY-TIGHT CUFF™
- ONLY SOCK DESIGNED SPECIFICALLY FOR SKINNY JEANS
- AIR-FLOW FOOT DESIGN
- NO-RUB SEAM ON FOOT

MADE IN USA

MSRP: \$15.00

S/M - FITS SHOE SIZE 5-8

M/L - FITS SHOE SIZE 8.5-11.5

800.966.7750 • WWW.JOJOSOX.COM

6" COOLMAX



Wish Me Luck - Black
(Padded)



Different Strokes - Bright Tropics
(Padded)



Different Strokes - Punkin
(Padded)

6" COOLMAX

- 6" SINGLE CUFF
- PERFECT FOR SHORT BOOTS
- AVAILABLE IN BOTH REGULAR AND PADDED FOOT
- MADE WITH COOLMAX ECOMADE FIBERS

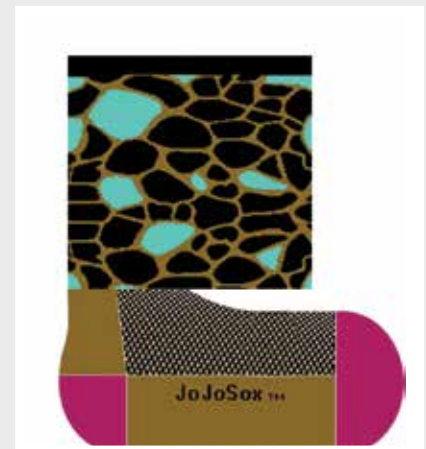
MADE IN USA

MSRP: \$15.00 NON-PADDED

\$16.00 PADDED

S/M - FITS SHOE SIZE 5-8

M/L - FITS SHOE SIZE 8.5-11.5



Giraffiti - Seeing Spots

JOJOSOX KEEP FEET

COOL

AND

DRY



Aztec - River Weeds

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BOOTIE SOX

SM - FITS SHOE SIZE 5-8; MD - FITS SHOE SIZE 8.5-11.5; LG - FITS SHOE SIZE 11.5-13



Blue Skies
Available in SM and MD



Bubble Gum
Available in SM and MD



Lemon Spritz
Available in SM and MD



After Dark
Available in SM, MD, & LG

NEW BOOTIE SOX. THE SAME COMFORT, STYLE, AND PERFORMANCE OF OUR TUFF CUFF SOCK IN AN ANKLE SOCK! OUR NEW BOOTIE SOX ARE THE PERFECT ALTERNATIVE TO THE "SAME OLD" WHITE COTTON GYM SOCKS. PAIR THEM WITH YOUR FAVORITE BOOTIES, OR WEAR THEM WITH YOUR GYM SHOES FOR PERFORMANCE AND STYLE!

MADE IN USA



Tiger Lily
Available in SM, MD, & LG

MSRP: \$12.00



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BAMBOOTZ

BAMBOOTZ by JoJoSox, MADE USING SUSTAINABLE, ORGANIC BAMBOO PULP, ARE SOFTER THAN COTTON WITH A TEXTURE SIMILAR TO THAT OF SILK. THIN, BUT ALSO DURABLE, WITH A REINFORCED HEEL AND TOE, OUR BAMBOOTZ ARE NATURALLY ANTIBACTERIAL AND HYPOALLERGENIC. THEY ARE ALSO QUICK TO ABSORB MOISTURE, KEEPING YOUR FEET DRY AND ODOR-FREE MAING THEM THE PERFECT YEAR-ROUND SOCKS FOR KEEPING YOU COOL IN THE SUMMER AND WARM IN THE WINTER. MADE IN THE USA.



Emerald Chevron



Classic Black



Gold Dots



Black & White
Houndstooth



Swiss Dots -
Purple



Swiss Dots -
Pink



Silver & Yellow
Houndstooth



Garnet & Black
Chevron

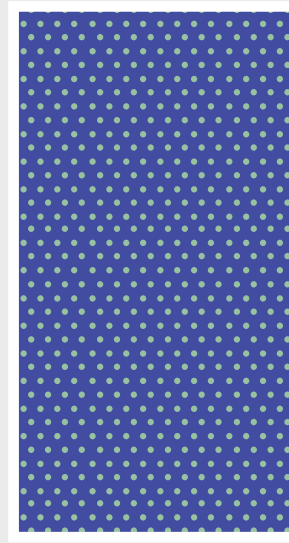
FALL 2014



Fox Heads
Blue & Metallic Green



Antlers
Pink & Metallic Gold



Mini Dots -
Blue & Metallic Green

MADE IN USA

MSRP: \$18.00

One size stretch fits most

BAMBOOTZ & LACE

ENJOY THE COMFORT OF BAMBOO WITH A TOUCH OF LACE!

MADE IN USA

MSRP: \$20.00



Black with
Crochet Lace



Ivory with
Crochet Lace



Black with
Dutch Lace



Ivory with
Dutch Lace

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6" WOOL SOX



I'm Fawnd of You



Walk The Line



Giraffiti - Color Confusion

MSRP: \$17.00

TALL SOX S/M FITS SHOE SIZE 5-8; M/L FITS SHOE SIZE 8.5-11.5

OUR TALL SOCKS ARE SIMPLY GREAT PERFORMANCE SOCKS. MADE USING MOISTURE-WICKING, PERFORMANCE FIBERS, THESE SOCKS CAN ABSORB AND TRANSPORT TREMENDOUS AMOUNTS OF MOISTURE AWAY FROM THE FEET. PERFECT WITH TALL BOOTS, OR FOR PLAYING SPORTS, THESE SOCKS ARE VIRTUALLY SEAMLESS WITH NO EXCESS BULK ANYWHERE. MADE IN THE USA.



Zebra -
Safari Sunset



Bits & Bits -
Midnight Sky



Horse of Course -
Multi Dots

MSRP: \$18.00

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OUR STORY

OUR STORY

IT ALL STARTED WITH A PHONE CALL FROM MY MOM, “JoJo.” WHEN I PICKED UP THE PHONE SHE SAID, “I HAVE AN IDEA.” AFTER DOING SOME RESEARCH, SHE DISCOVERED THERE SIMPLY WAS NOT A FASHIONABLE FUNCTIONAL SOCK ON THE MARKET DESIGNED SPECIFICALLY FOR BOOTS, ONE THAT WOULD NOT SLIDE DOWN, SLIP OFF YOUR HEEL, OR BUNCH UNDER YOUR FEET. AFTER BOUNCING AROUND IDEAS FOR OVER TWO HOURS, THE CONVERSATION ENDED WITH THREE WORDS WE WILL NEVER REGRET: “LET’S DO IT.”

WE BEGAN RESEARCHING AND WORKING WITH AN INNOVATIVE US MANUFACTURER TO CREATE DURABLE, SLIP FREE, ECO-FRIENDLY SOCKS. USING MATERIALS FROM RECYCLED WATER BOTTLES, WE DEVELOPED SIZE-SPECIFIC, PERFORMANCE-BASED SOCKS FOR BOOTS. MY MOM AND I WORKED TOGETHER CLOSELY, ADJUSTING SAMPLES UNTIL WE HAD IT JUST RIGHT.

IN AUGUST OF 2009, JoJo Sox WERE BORN. WE GAVE SOME TO FRIENDS, AND AFTER A FEW MONTHS MORE AND MORE PEOPLE WERE ASKING FOR JoJo’s socks. WE PACKED THE TRUNK OF HER CAR AND HIT THE ROAD. SOON AFTER, JoJoSOX BEGAN POPPING UP IN STORES AROUND THE COUNTRY AND ON THE FEET OF PROFESSIONAL EQUESTRIANS, FASHIONISTAS, CROSSFITTERS, AND PEOPLE WHO APPRECIATE QUALITY. BECAUSE OUR 4-INCH TUFF CUFF STAYS PUT THROUGHOUT THE DAY, THIS STYLE IS IDEAL TO WEAR WITH SKINNY JEANS AND BOOTS.

FROM THE BEGINNING, WE HAVE BEEN DEDICATED TO PERFORMANCE, FUNCTIONALITY, AND DESIGN. YOU CAN NOW FIND JoJoSOX IN SPECIALTY AND HIGH-END BOUTIQUES AROUND THE WORLD. CURRENTLY, WE ARE WORKING TO EXPAND OUR PRODUCT LINE INTO A VARIETY OF PERFORMANCE-BASED SOCKS. WE FIRMLY BELIEVE THAT THE PERFORMANCE OF YOUR SOCK DETERMINES THE COMFORT OF YOUR BOOT, AND THAT IS WHY WE ARE DEDICATED TO CREATING THE PERFECT SOCK.

IT IS WITH THE UTMOST SINCERITY THAT WE THANK YOU FOR YOUR CONTINUED SUPPORT. YOU HAVE MADE OUR DREAM OF MAKING QUALITY PRODUCTS PEOPLE APPRECIATE COME TRUE, AND WE HOPE YOU WILL CONTINUE TO FOLLOW OUR DEVELOPMENT. CHEERS TO GREAT SOCKS!

SINCERELY,
JESSICA & JOANNA GODWIN



JESSICA & JOANNA GODWIN (“JoJo”)

SOCKS STAY UP, JEANS STAY DOWN



A SOCK FOR EVERY SOLE





JOJOSOX®

JoJoSox
992 FARNUM ROAD
ORANGEBURG, SC 29118

OFFICE:
800.966.7750
FAX: 803.534.7844
CELL: 803.707.8926
JOANNA@JOJOSOX.COM