



**JO JOSOX<sup>®</sup>**

**SPRING 2015**

# TUFF CUFF SOX



Don't P Cocky -  
Blue Moon



Don't P Cocky -  
Lime Light



Tribal Dance -  
Electric Blue



Tribal Dance -  
Plum Perfect



Bits & Pieces -  
Dark Dusk



Ladder Bits -  
Field of Greens



Horse Play -  
Avocado



Giraffiti -  
Tickled Pink



Fox Trot -  
Tootie Fruity



Fox Trot -  
Grapevine



Giraffiti -  
Get Up & Glo  
\*Available in Kids



Leo Leopard -  
Berry Bliss

# SPRING 2015



Leo Leopard -  
Peachy Keen



Wild Horses -  
Multi Neon  
\*Available in Kids



Zebra -  
Spring



Foaling Around -  
Go For Gold



Foaling Around -  
Spring Fling  
\*Available in Kids



Foaling Around -  
Twilight

## 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

# 6" COOLMAX



Wish Me Luck - Black  
(Padded)



Giraffiti - Seeing Spots



Aztec - River Weeds

## 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

JOJOSOX KEEP FEET

COOL

AND

DRY

# 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



800.966.7750 • [WWW.JOJOSOX.COM](http://WWW.JOJOSOX.COM)

# 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



Fox Heads -  
Blue & Green



Mini Dots -  
Blue & Green

SPRING 2015



Antlers -  
Persimmon & Gold

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



NEW CREW!  
Ivory with  
Dutch Lace

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# PERFORMANCE SOCK

PERFORMANCE SOCKS. JoJoSox NOW OFFERS THE SAME ULTIMATE PERFORMANCE SOCK FOR MEN. THESE SOCKS OFFER AN AIR-FLOW FOOT DESIGN, NO-SLIP HEAL, AND UNMATCHED DURABILITY. MADE USING RECYCLED WATER BOTTLES, OUR INNOVATIVE COOLMAX EcoMADE TECHNOLOGY KEEPS YOUR FEET DRY, SO YOU STAY COOL IN THE SUMMER AND WARM IN THE WINTER. MADE IN THE USA.



Ankle Performance -  
Black



Ankle Performance -  
White



Crew Performance -  
Black



Crew Performance -  
White



Tall Performance -  
Black



Women's Performance -  
Black



MSRP:

ANKLE: \$14.00

CREW: \$16.00

TALL: \$20.00

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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 SHORT 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 FOR EVERY SOLE!

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®

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