



MEDIA RELEASE

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GetSocked to bring fun back to sock drawers nationwide

Melbourne, Australia 15th March 2016 - A new e-commerce venture aims to bring a splash of colour and excitement to people's lives every month, with fun socks delivered straight to their doors. GetSocked offers an unusual monthly subscription that is sure to delight and surprise recipients each time they open a package - even if they were the one who signed up for it.

The brainchild of Robert Adelman, GetSocked will allow users to sign up to have vivid socks with creative and unique designs sent to their home. With different designs guaranteed each time, GetSocked subscribers can always expect something new and interesting.

Adelman says he started GetSocked due to his long-held love of loud and fun socks; he wanted to share this passion with as many people as possible, so GetSocked was born. Socks are an otherwise boring, everyday essential, but he believes wearing a pair of bright socks can break the monotony and help brighten up people's days.

For just \$8.97 per month (shipping included for Australia and \$5 for international friends, members of the site can expect some colourful socks to drop through their letterbox once a month. This should make a welcome change from the usual bills and junk mail that people typically receive on an almost daily basis.

GetSocked makes their socks from bamboo, with quality and high production standards being a part of the company's ethos. Bamboo socks are both softer and stronger than traditional cotton socks, ensuring wearers get many years of use out of them and continued comfort. Also, bamboo is naturally antibacterial, making them much healthier for feet whilst eliminating food odour. Bamboo offers benefits for the environment too, as it grows extremely fast, uses less water than most other trees, and doesn't need pesticides or herbicides in order to thrive.

Adelman said: "GetSocked aims to bring back the element of surprise. Not only will our bright colours and funky designs put a bounce in your step, but with the added thrill of a surprise, treating yourself once a month is sure to put a smile your face.

"However, for those who can't handle a surprise, non-members are also able to browse and purchase direct from our online collection."

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<https://www.getsocked.com.au>

GetSocked utilises Shopify's e-commerce platform, ensuring customers have a smooth, stress-free and secure experience. With such a positive vision and unique idea, it seems this business has put its best foot forward.

More information

Further details about GetSocked can be found on their website <https://www.getsocked.com.au> and Facebook page <https://www.facebook.com/getsockedau>. Or contact Robert Adelman at robert@getsocked.com.au or 0400 009 265.

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