

EMOWA SOCKS



Inspired by Africa. Designed for You -
Spreading awareness of Africa one
pair of socks at a time.

www.shopemowa.com

INTRODUCTION

- We are designers and a retailer of African-inspired socks. Our socks are “Inspired by Africa. Designed for You.” Each design has its own significance/symbolism and sheds light on specific cultural elements.
- Our products are super comfortable and made with top quality materials.
- MISSION: spread awareness of Africa one pair of socks at a time.





Insubra 3 - Forest Green

Combed cotton



Insubra 3 is the second generation of our original Insubra. The Ghanaian name for the textile that inspired this design is Nsu Bra, an Akan word meaning "water well". The tiny dots are meant to resemble the ripples that are formed after water has been fetched.





AF-7

Material: Combed cotton/ coolmax fabric

Engineered to meet the needs of any active lifestyle, AF-7 is Emowa's first performance socks product. With this signature blueprint, we've kept the focus on both design and superior functionality. To make this happen, we collaborated with our very own Emowan and personal trainer, Muktar Adebayo, to bring you a product that is the first of its kind in the African apparel industry. The mask motif is that of Oduduwa, a divine king of Nigeria's Yorubaland and the ancestor of numerous crowned kings thereafter. Slide your feet into the AF-7s and Unlock Your Superpower.

Our athletic socks is loved for its comfortable cushioning at the sole of your feet, a stay-up cuff that ensures non-slip throughout the day, and mesh ventilation for temperature control and airflow.





Nwentoma (Kente)

Material: Egyptian cotton



Our Nwentoma design draws inspiration from the prominent African textile known as the Kente. It originates from the native land of the Akans, an ethnic group located in Southern Ghana. Akans refer to the cloth as nwentoma, which translates to "woven cloth." At the time of inception, it was the royal and sacred cloth worn during times of importance and was seen as the cloth of kings.



Debele

Material: Egyptian cotton



The Debele design is inspired by the house painting common with the Ndebele tribe of South Africa. They make up almost two-thirds of South Africa's black population. The intricate patterns and colors painted on the houses are mainly done by women to express their self-worth and individuality. During the 18th century, at the time of war, the symbols were used as communication between sub-groups of the Ndebele people. Because their enemies did not understand their meanings, they viewed it as cultural art. These powerful designs, therefore, symbolized endurance and resistance against their oppressors.





Harambee

Material: Egyptian cotton



Inspired by the Kenyan flag, Harambee was released as a celebration of Kenya's independence from British rule on December 12, 1963. Kenyans refer to this day as Jamhuri Day and it is one of the most important national holidays in Kenya. The shield motif is that of a traditional Maasai shield, which represents the protection of the Republic of Kenya. "Harambee" is a Swahili term that means "all for one."



S-1

Material: Combed cotton / coolmax tech

Our first self-branded athletic sock. With our custom engineering, the details are like none other.

Every wear is a direct reminder to be bold. The S-1 is accentuated with the Emowa colors of red, green, yellow, and black, inspired by the colors of the Pan-African movement. The exclamation mark (!) emphasizes our motto: Be Bold. Be Known.

Let your presence be felt on the field, the track, or wherever your greatness takes you.

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Habesha

Material: Egyptian cotton

Habesha is inspired by Ethiopia's rich history. The country is one of the world's oldest. Its history can be traced as far back as 2 millennium BC and is considered to be the only African country to have never been colonized. Coffee originated in Ethiopia and it is their primary natural resource. They produce more of it than any other nation in Africa. Under the ruling of emperor Haile Selassie I, Ethiopia's economy and production and exports of cash crops such as coffee expanded. Selassie fought for Ethiopia's sovereignty and implemented socio-economic reforms that initiated a modern-day Ethiopia.

The conquering Lion of Judah was a symbolic icon on the Ethiopian Coat of Arms. It asserted the claim of Ethiopian rulers that they were descendants of King Solomon.



OUR PRODUCTS

Emowa Socks represent a statement of self-expression, individuality, and cultural expression.



African-inspired designs

Fashionable

Super comfortable and high quality





DISCLAIMER

Please keep in mind that depending on when you are viewing this lookbook, some of the items presented may be out of stock or of very limited quantity. If you would like to order wholesale from us, we are more than happy to work with you to facilitate any reorders. Let us know and a member of our team will gladly coordinate with you.

In addition, if there is an item you are interested in but would like in a different color, we will work with you to develop a new color combination. However, we reserve the right to charge a small fee for such services.

Lastly, if you are considering a custom sock design and are interested in working with us in a private label capacity, let us know and we can offer consultation, design, and manufacturing services.





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