

Get to know your SOCKS better!

By Matthew Pluzsik

Production



Socks can be made of cotton, wool, polyester, and other textiles. They are created in factories with state-of-the-art technologies which use programs so your socks are made just right!

Place



Did you know that one place produces 40% of the world's socks each year? Introducing Datang, China, AKA the sock capital of the world! (It's also a great tourist destination)

People



The profits of sock production are a result of razor thin margins, and the laborers face issues of low wages. Recently, China has been exposed for exploiting Uighur Muslims in many textile factories.

Promotion



Socks might be essential, but companies will always advertise. Check out these two companies, Hanes on the left and Body on the right. Can you see the difference in promotional message?