

GIFT GIVING TRENDS

Socks Have Toe Hold On Holiday Gift Scene

(NAPSA)—It turns out that stuffing holiday stockings with more stockings—socks actually—is a pretty common trend. The same goes for underwear.

In a recent survey of more than 600 consumers, 89 percent of the survey respondents agreed that underwear and socks make great holiday gifts.

Santa, it seems, is aware of this trend; more than 80 percent of those surveyed have received underwear and socks at the holidays and more than 40 percent reported getting a package or two during the holidays last year.

According to the survey, which was sponsored by Hanes, Mom is the most likely source of those time-honored stocking stuffers. While 60 percent of consumers surveyed said they had given underwear and socks as a gift, 87 percent of them said that Mom is the most likely to wrap up a few pairs of socks or a pack of boxers.

“Most of us can probably remember as kids getting new socks and underwear in our holiday stockings, and it remains a great tradition,” said Sidney Falken, Hanes brand champion. “In our survey, two out of three consumers said they like receiving underwear and socks as much today as they did when they were young.”

Holiday favorites from last year included boxers for the men, bikini-style panties for women and socks for just about everyone. Half of the respondents also said they received a pair of socks as a holiday gift last year.

A multi-pack of white athletic socks or comfortable dress socks



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are both excellent choices. More than half of the men surveyed reported receiving boxers in their stockings from clever conversational prints to more traditional plaids and patterns in soft cottons and flannels.

Eighty-four percent of all men and women surveyed said they throw their worn out underwear away, but only 70 percent of worn out socks get thrown away. Creative uses for those worn socks included pet toys, cleaning clothes, sock puppets and even golf club covers.

While everyday wear-and-tear takes its toll on the underwear and sock supply, deviant washer and dryers are also culprits. Almost 40 percent of consumers surveyed believe their missing socks have been “eaten” by their washer or dryer.

Hanes is a flagship brand of Sara Lee Branded Apparel. To find out more, or to make your sock and underwear purchase online, visit Hanes.com.