

The Happy Socks WWF Special Edition

Happy Socks launches special edition collection in partnership with WWF

Good news! Happy Socks is collaborating with WWF to help preserve our wonderful planet with a more sustainable collection of organic cotton socks. The WWF special edition collection highlights the world's leading environmental organization's recent successes in their conservation work and tells positive stories through Happy Socks' signature forever-colorful designs. As a part of the collaboration, Happy Socks are also raising funds through the sales of the collection in support of WWF's conservation efforts to create a sustainable future where people and nature live in harmony.

The Happy Socks WWF Special Edition comes in two themes, each one featuring four different designs. The first theme pays tribute to nature's unceasing fight to regenerate. Each design is inspired by an important achievement: populations of giant pandas and mountain gorillas recovering from the brink of extinction, wild tigers making a roaring comeback and coral reefs bouncing back from climate change.

The second theme highlights WWF's work to protect biodiversity and fight against climate change. The work of the Coalition to End Illegal Wildlife Trade Online* is the inspiration behind the first design. The second style celebrates the fact that the future is finally looking brighter for the blind Indus river dolphin. Big news informs the third designs: the seas are getting cleaner thanks to such efforts like the WWF-led mission in the Baltic Sea that hauled up 268 tons of waste that hurt our marine life. Lastly, highlighting nature-based solutions which aims to deliver at least a third of the cost-effective CO2 reductions needed through 2030, is the theme of the fourth design.

The Happy Socks WWF Special Edition Collection is made from certified organic cotton only. It features 8 new designs, available as single pairs and as part of two different 4-pack gift sets. All in matching styles for kids and adults.

EVERY PAIR HELPS

From the launch on August 30th 2022 through to August 2024 Happy Socks will allocate 10 percent of the net sales to WWF for every Happy Socks WWF Special Edition product sold, with an annual guaranteed contribution of USD 100,000

The Happy Socks WWF Special Edition will launch on August 30th and will be available on Happysocks.com, Happy Socks Stores, and selected retailers.

For further information see www.happysocks.com/wwf

DIGITAL PRESS BOOK

Dive into our WWF Digital Press Book for the full experience and asset downloads:

- www.happysocks.com/wwfpresbook
- Password: wwf

ABOUT HAPPY SOCKS

In 2008, Mikael Söderlindh and Viktor Tell had a vision: bring happiness and color to every corner of the world by turning an overlooked everyday essential into an outstanding design piece that combines quality, craftsmanship, and creativity. In short, Happy Socks.

While all Happy Socks are still designed in the Stockholm-based atelier, they are now sold in over 95 countries through Happy Socks' Concept Stores, at selected retailers, and via www.happysocks.com

ABOUT WWF

WWF is one of the world's largest and most respected independent conservation organizations, with over 5 million supporters and a global network active in more than 100 countries and territories. WWF's mission is to stop the degradation of the Earth's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

Visit www.panda.org/news for the latest news and media resources and follow us on Twitter @WWF_media

*The Coalition to End Wildlife Trafficking Online, convened by WWF, TRAFFIC, and IFAW, works with corporate members around the world to shut down online illegal wildlife trade. (<https://www.endwildlifetraffickingonline.org/>)

THE TIGER IS
MAKING A ROARING
COMEBACK

