





The Wilson Brown story began in 1979, when Russell Wilson founded “Pro Feet,” a sock distribution company that focused on supplying mass merchandise retailers and the US Military. Russell’s gregarious personality, tireless work ethic, and customer-first mindset were perfectly suited for the highly relational sock industry.

Even with boundless energy, Russell quickly realized he could only make one sales call at a time, so he began recruiting a network of sales reps to promote the Pro Feet brand nationwide.

Within a few years of launching his business, Russell’s entrepreneurial instinct led him toward the market diversification. His catalog of uniform suppliers and retailers socks soon became the “hand-book” for many family owned sporting good stores across the country. Pro Feet’s performance sock lines became the synonymous with quality and durability.

Over nearly four decades, Russell and his team grew Pro Feet into a recognized and respected brand within the industry. Pro Feet weathered multiple economic downturns, the demise of American textiles manufacturing, and widespread industry consolidation.

In 2014, Russell sold Pro Feet to his son Taylor and longtime friend Callum Brown, a CPA by trade. Building on the values Russell infused into the company, Taylor and Callum developed a new vision and strategy for the Pro Feet brand. Recognizing Pro Feet’s significant presence in the team athletic market, along with the company’s growing interests in other industries, Taylor and Callum decided to fully align the Pro Feet brand with its sports line of socks and create a new name for the company.

Plans were laid in early 2018 to rename the company “Wilson Brown Sock Company.” The name change was more than a fresh coat of paint. At its core, Wilson Brown is committed to a resurgence in American textile manufacturing, bringing back to US soil the socks and jobs that were sent offshore. We’ve invested heavily in our own knitting operations in North Carolina. We’re training the next generation of sock producers.

Wilson Brown owns a family of niche-market sock brands, including:



Pro Feet - a wide range of athletic socks, including: soccer, basketball, baseball, softball lacrosse, cheer, and running



WarDog LAX - a high-performance line of lacrosse socks, initially developed for Major League Lacrosse, now available to the public



Brown Dog Hosiery - a lifestyle sock brand appealing to outdoor enthusiasts



WB Traditions - a line of socks for golf enthusiasts; these purpose-built styles are developed for sale through popular golf resorts, famous courses, and high profile tournaments



WB WorkWear - performance sock lines for postal, military, public safety, and the trades



WB Originals - custom programs for businesses and nonprofits who need a branded or themed sock; short-run and large-scale options available

While a lot has changed, Wilson Brown is in many ways the same company Russell Wilson founded in 1979. The entrepreneurial spirit, commitment to innovation, and customer-first mindset are dyed into every stitch of every sock.

HOW TO ORDER

1. Choose a style

Dress Styles listed on Page 3.
Casual Styles listed on Page 4.

2. Choose colors for your design

Dress palette listed on Page 3.
Casual palette listed on Page 4.

3. Pick a size.

4. Send Vector or JPG logo/artwork

& custom order form to
Custom@WilsonBrownSocks.com.

From designing and producing unique, high-quality custom socks to providing exceptional customer service, every member of the Wilson Brown team is dedicated to helping our business partners succeed.

SIZE CHART

Minimum order is 120 pairs per size of Fine Gauge & 36 pairs per size Casual

Shoe Size:

Medium	(9-11)M	Women 6 - 9	Men 4 1/2 - 8 1/2
Large	(10-13)L	Women 9 - 12	Men 8 1/2 - 12
X-Large	(13-15)X		Men's 12-15

Fine Gauge Styles

Soft, cotton rich socks with nylon, spandex and arch support for premium fit and comfort.
70% Cotton 28% Nylon 2% Spandex



Color Palette

Combed Cotton Sock Colors

Black PMS BLACK	Della Blue PMS 659	Bluestone PMS 5405
Navy PMS 5395C	Chocolate PMS 7533	Teal PMS 7475
Grey Hea PMS 431C*	Khaki PMS 2312	Majolica Blue PMS 7546
Gunmetal PMS 425	Oatmeal PMS 7534*	Insignia Blue PMS 7546
Excalibur PMS 7540	Birch PMS 7534	Tibetan Red PMS 195
Lt Grey Hea PMS 422*	Antique Moss PMS 613	Dry Rose PMS 696
Sage PMS 418	White	Dubarry PMS 178
Brown PMS 412	Marshmallow	Carnelian PMS 7416

*Denotes heather colors that are not solid.

Nylon Pattern Colors

C0120 BLACK	C4309 CLASSIC PMS 648	C0038 ED STEEL PMS 5395	C0014 TEAL PMS 329
C0050 EV GREEN PMS 357	C0061 MAROON PMS 490	C0081 DENIM PMS 647	C0704 KELLY PMS 349
C0023 GAIL GREY PMS 423	C0043 CARDINAL PMS 202	C0040 ROYAL PMS 295	C0716 LEAF PMS 298
C0063 NAVY PMS 539	C0099 PURPLE PMS 2745	C0208 ROYAL PMS 288	C4305 WOODBINE PMS 392
C0005 COFFEE BEAN PMS 440	C4328 LAVENDER PMS 7439	C0075 BAHAMA PMS 660	C0039 ORANGE PMS 485
C0073 LT GREY PMS 422	C5456 LIBBY PMS 247	C6969 LIGHT BLUE PMS 7461	C0103 BEACHFIRE PMS 158
C0004 GREY PMS 7540	C0325 RED PMS 200	C0042 COLOMBIA PMS 2925	C0080 RUST PMS 1675
C4314 TITANIUM PMS 437	C0500 FLASH PINK PMS 219	C0022 CAROLINA PMS 284	C0079 BRASS PMS 159
C0002 OLIVE PMS 5605	C4304 MARSALA PMS 492	C4315 SUBA BLUE PMS 3135	C3517 VEGAS GOLD PMS 451
C4820 COYOTE PMS 4485	C0056 DARK PINK PMS 211	C5848 FACTORY BLUE PMS 7460	C2045 MUSHROOM PMS 7504
C0046 ED GREY PMS 425	C0077 FUSCHIA PMS 633	C5757 LIBBY TEAL PMS 315	C0009 OATMEAL PMS 7536
C0087 BEAN TAUPE PMS 7532	C0960 GRANITE PMS 426	C0065 DARK GREEN PMS 567	C0084 NUDE PMS 7528
C1033 CREAM PMS 726		C0101 OPTIC WHITE	C0080 RUST PMS 1675

Casual Acrylic Styles

Soft acrylic socks with nylon, spandex and arch support for fit and comfort.
75% Acrylic, 20% Nylon, 5% Elastic

**Thick & Thin
OR-320**



3 ACRYLIC
COLORS
1 NYLON
LOGO
COLOR

**Sailor
OR-321**



3 ACRYLIC
COLORS
1 NYLON
LOGO
COLOR

**Dots
OR-322**



1 ACRYLIC
COLORS
1 NYLON
COLOR
1 NYLON
LOGO
COLOR

**Sante Fe
OR-323**



1 ACRYLIC
COLOR
3 NYLON
COLORS
1 NYLON
LOGO
COLOR

**Step & Repeat
OR-324**



1 ACRYLIC
COLORS
1 NYLON
LOGO
COLOR

Casual Color Palette

Soft Acrylic Sock Colors

 Black PMS BLACK 6C	 Neon Green T1755 PMS	 Orange S Sp3 PMS 021C
 White 101	 Marlin Teal 2397C PMS 320C	 Red S SP40 PMS 186C
 Silver T1730 PMS 442C	 Teal 1714 PMS 3268C	 Cardinal T1707 PMS 506C
 Vegas T1750 PMS 468C	 Navy 5 SP12 PMS 539C	 Burgandy S SP8 PMS 504C
 Brown S SP52 PMS 7596C	 Royal S SP5 PMS 293U	 Purple T1704 PMS 267C
 Hunter S SP37 PMS 7736C	 Columbia Blue PMS 284C	 Purple SP13 PMS 2685C
 Green 1729 PMS 7734C	 Neon Yellow PMS 803C	 Rose Pink T1770 PMS 1765C
 Kelly S SP2 PMS 7732C	 Col Gold PMS 7549C	 Neon Pink S SP72 PMS 807C
	 Texas Orange T1751 PMS 504C	 Ruby T1795 PMS 225C

Nylon Pattern Colors

 Neon Orange 3208 PMS804C	 Kelly 704 PMS 347C	 Yellow 157 PMS YELLOW 012C
 Neon Green 999 PMS 802C	 Forest 050 PMS 3435C	 Hot Pink 3210 PMS 806C
 Neon Yellow 3207 PMS803C	 Teal 014 PMS 321C	 Orange 039 PMS 021C
 Old gold 021 PMS 105C	 Columbia Blue 042 PMS 7696C	 Coffee Bean 005 PMS 7533C
 Gold 713 PMS 130C	 Royal 040 PMS 294C	 Maroon 019 PMS 7630C
 Vegas 335 PMS 7402C	 Navy 063 PMS 539C	 Fuschia 077 PMS 213C
 Purple 099 PMS 2617C	 Marlin Teal 165 PMS 328C	 Cardinal 0043 PMS 195C
 Neon Blue NEX-2120 PMS 801C	 Grey 023 PMS COOL GREY 11C	 Tenn Orange 086 PMS 145C
 Red 325 PMS 200C	 Rose Pink NEX-4167 PMS 2036C	 Texas Orange 080 PMS 145C

Call for Quotes on Private Label



COTTON DRESS ORDER FORM

COTTON DRESS SOCK

MINIMUM 120 PAIR/SIZE

STYLE	SOCK SIZE	QUANTITY
OR- M	9-11	
OR- L	10-13	
OR- XL	13-15	

*ACCOUNT NAME

*ACCOUNT #

*DATE

*PO #

*EMAIL

*Failure to provide required information will result in delay of the order process.

*SHIP TO

*WILL SHIP TO BILL TO ADDRESS UNLESS OTHERWISE INDICATED

*Required

SOCK COLORS: CHOOSE COTTON COLOR

Sock Color

Heel & Toe Color

LOGO COLORS: CHOOSE NYLON COLORS

Color 1

Color 2

Color 3

Color 4

Color 5

Color 6

IF LOGO IS DIFFERENT COLOR

EMAIL THIS FORM ALONG WITH THE
LOGO FILE IN .AI, .EPS, .PDF, .JPG OR .PNG FORMAT
TO: **CUSTOM@WILSONBROWNSOCKS.COM**

CHOOSE STYLE FROM PAGE 3



All cancellations/changes must be submitted within 48 hours of submission.

We reserve the right to alter content as necessary.

All logos must be submitted electronically with order.

We will make one adjustment/change to your proof at our cost. Any additional changes will result in a \$25.00 art charge. Art requiring total "remakes" will result in a \$50.00 art charge



ACRYLIC CASUAL ORDER FORM

ACRYLIC CASUAL SOCK

MINIMUM 36 PAIR/SIZE

STYLE	SOCK SIZE	QUANTITY
OR- M	9-11	
OR- L	10-13	
OR- XL	13-15	

*ACCOUNT NAME

*ACCOUNT #

*DATE

*PO #

*EMAIL

*Failure to provide required information will result in delay of the order process.

*SHIP TO

*WILL SHIP TO BILL TO ADDRESS UNLESS OTHERWISE INDICATED

*Required

SOCK COLORS: CHOOSE ACRYLIC COLOR

Sock Color

Heel & Toe Color

LOGO COLORS: CHOOSE NYLON COLORS

Color 1

Color 2

Color 3

Color 4

Color 5

Color 6

IF LOGO IS DIFFERENT COLOR

EMAIL THIS FORM ALONG WITH THE
LOGO FILE IN .AI, .EPS, .PDF, .JPG OR .PNG FORMAT
TO: **CUSTOM@WILSONBROWNSOCKS.COM**

CHOOSE STYLE FROM PAGE 4



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WILSON BROWN
SOCK COMPANY