



## ATHLETIC SOCKS MEETS THE GRAFFITI STREET ART SCENE

Founded by a collective of street artists in 1995, from its humble beginnings as a garage-based business, **Montana Cans** swiftly became a power player within the graffiti world for its meticulously-tested quality and endless variety of spray paint selections.

Colorful sock and underwear brand **Happy Socks**, the playful pioneer of the sock world celebrating their 10-year anniversary in April 2018, has taken what was once regarded as a clothing piece unworthy of creativity and transformed it into a designer canvas of endless possibility.

**Happy Socks** and **Montana Cans** have collaborated on **two limited edition pairs of Athletic socks** dedicated to the freedom of expression and creativity. Widely considered to be one of the world's top suppliers of graffiti art paint, **Montana Cans** works hand in hand with artists around the world to push the limits and boundaries of spray can technology.

Both pairs of the cotton socks feature graffiti-themed designs, including mini spray cans and a paint drip pattern. The pairs come in a **Montana Can-inspired designer gift box**, and the styles are available in unisex sizes. This limited edition collection celebrates the meeting of two brands determined to make the world a more colorful place.

To shoot the collection, **Happy Socks** travelled to Hamburg with **The Grifters** founder, graffiti writer **Good Guy Boris**, for an adrenaline-fueled trip charged with unrestrained creativity. The high-octane shoot instantly communicates the fast pace of the graffiti world, and showcases the potential of Athletic socks as a streetwear accessory.

The **Happy Socks** and **Montana Cans** collaboration, launching on the 27th of February, will be available online at [HappySocks.com](http://HappySocks.com), in **Happy Socks** Concept Stores and at selected retailers. **Montana Cans Athletic Socks** will be sold at 15 € / 16 USD, and **Montana Cans Athletic 2-Pack Gift Box** will be sold at 29.95 € / 32 USD.

**About Happy Socks:** Happy Socks began in 2008, when two friends shared a vision: to spread happiness by turning an everyday essential into a high-quality colorful design piece. While all Happy Socks are still designed in the Stockholm-based atelier, they are now sold in over 95 countries and on every continent through Happy Socks concept stores, at selected retailers and via [www.happysocks.com](http://www.happysocks.com)