

**kunst**sokken



[www.retail.kunstsokken.com](http://www.retail.kunstsokken.com)



kunstsokken

# Table of Contents

|                                         |     |
|-----------------------------------------|-----|
| Our Vision .....                        | 01. |
| What Kunstsokken could do for you ..... | 03. |
| What others say about us .....          | 05. |
| Our collection .....                    | 07. |
| Our three drivers .....                 | 09. |
| Quality .....                           | 10. |
| Creativity .....                        | 11. |
| Sustainability .....                    | 12. |

# Our Vision

*Art should not be hard.*

Many people feel that you need to have studied art history in order to appreciate art. The conversation quickly turns to techniques, influences and art movements that only few people are familiar with. We believe there is another way.

Art is about the emotions and ideas that the artist wants to share with us and about how that makes you feel. With our high-quality products, we try to honour the artist while making it accessible for everyday life. Our socks can spark conversations about art and are a unique way to give art as a gift.

Art should be enjoyable and perhaps even moving, not complicated and pretentious.

**Jesse Richter**  
Co-founder

**Tako Blok**  
Co-founder





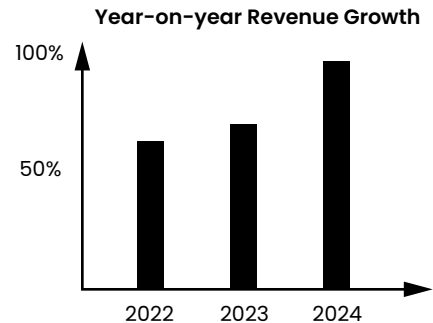
# What Kunstsokken can deliver for your store

- 1. Eye-catching designs without compromising on quality:** Our socks are made from high-quality combed organic cotton, with reinforced heels and toes and flat seams. They offer long-lasting comfort and have wash-resistant colours so that your customers remain satisfied long after purchase.
- 2. Sell with a good conscience:** Fair production is very important to us. We have a good relationship with our SEDEX-certified manufacturers in Turkey and work exclusively with GOTS-certified cotton. This way, you can be sure that the products you sell are of good origin.
- 3. Always be able to offer a unique gift idea:** 66% of our customers buy our products as gifts or as gifts and for themselves. Everyone is or knows an art lover, so there is always a good reason to take a pair with you. In addition, our gift boxes are a big hit around the holidays.
- 4. A collection that stays fresh and profitable:** We provide a collection that sells; new designs every month to surprise regular customers and proven bestsellers that stay. This way, you always have a strong collection that generates sales.
- 5. New customers thanks to old art:** Whether your customers are familiar with our brand or not, they will recognise the masterpieces on our socks. This familiar feeling of recognition has a major impact on purchasing behaviour; many shops are seeing extra traffic from art lovers and tourists.



## We are making big strides in our Kunstsokken

- ✓ +80.000 feet have walked around in Kunstsokken
- ✓ Found in +40 museums in Europe
- ✓ 4.7 stars on Trustpilot out of 1900+ reviews
- ✓ Collaborations with 15+ museums
- ✓ A retrun percentage of less than 0.5%



## A Favourite in over 40 Museums

### M Leuven

“ Working with Kunstsokken is a real pleasure. Jesse listens to all our wishes and communicates smoothly about the progress of the project. The socks themselves are super soft, sturdy and made of high-quality cotton! We were also pleasantly surprised by the awesome designs. ”

Leda, Store Manager – Leuven, BE

### Mu.ZEE te Oostende

“ The sale is a huge success. The quality is also very good... even after so many washes, they're still fine! ”

Colette, Store Manager – Oostende, BE

HART  
MUSEUM



paleis het loo

M B  
Musea  
Brugge

MUSEUM  
PRINSENHOF  
DELFT

MUSEUM DE  
FUNDATIE

KUNSTMUSEUM  
DEN HAAG

DRENTS  
MUSEUM

Museum  
Leuven

## 4.7/5 stars on Trustpilot out of 1900+ reviews

### Best socks ever

“Honestly have never loved wearing socks as much as I do now. Their quality and colours are amazing. Can't wait to see which other paintings will be released”

Britt, NL

### Wear, show and tell

“Beautiful socks that are comfortable to wear and feel thick and high-quality. Organic cotton is an added bonus. Great fun to collect, wear and show people, and tell them about the painter or the painting.”

Vivian, NL

### High-end quality and gorgeous designs

“I'm in love with the socks by Kunstsokken! They are amazingly soft, high-quality and the designs are beautiful..”

Laura, BE

### Very attractive socks

“Very attractive socks that are extremely comfortable. They are not the cheapest socks, but here you are choosing quality and comfort. You can tell that the designers are passionate about art and quality. I would recommend these to anyone and have given them as gifts on several occasions. Always with great success!”

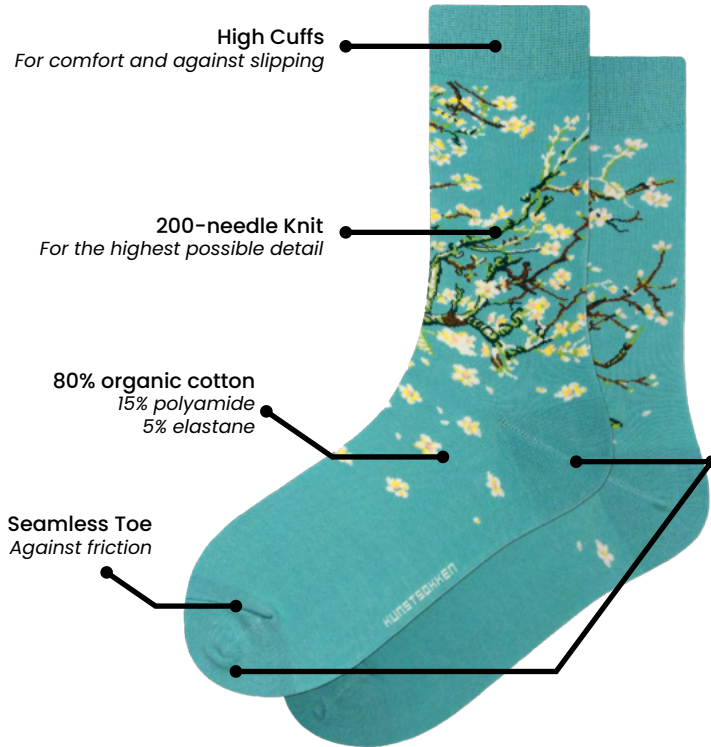
Tobias S, NL

### Prachtig

“These artistic socks are wonderfully comfortable on your feet and a real eye-catcher. Everyone envies me for these fantastic socks.”

Werner Razat, DE

## Our Socks



&

## Gift Boxes

Premium Sliding Box  
*With eye-catching designs*



## Our Top 10 Bestsellers



**1.** Starry Night



**2.** Wanderer above the Sea of Fog



**3.** Almond Blossom



**4.** Composition A



**5.** The Great Wave Off Kanagawa



**6.** Café Terrace by Night



**7.** The Scream



**8.** The Dance



**9.** Waterlilies



**10.** Mondrian Gift Box

## Our Three Drivers

Quality

Creativity

Sustainability



## Quality

- ✓ At least 80% high grade, organic cotton in each sock
- ✓ Gentle on sensitive skin thanks to 100% organically grown and dyed cotton
- ✓ Flat seam, prevents toes from being pinched
- ✓ Extra enforcement of heel and toe against premature holes
- ✓ High, sturdy cuff to prevent sagging and slipping



## Creativity

- ✓ The most beloved masterpieces, reinterpreted
- ✓ Each month new artworks
- ✓ Beautiful gift boxes for extra special gifts
- ✓ Limited editions in collaboration with great museums
- ✓ Information about the artwork on the back of each label

## Sustainability

- ✓ All the cotton in our socks is certified organically sourced and dyed
- ✓ SEDEX controls at our factories for fair and honest production
- ✓ Extra strong and durable thanks to the combing of the cotton
- ✓ Social engagement through, for example, planting 6000 trees and supporting local art projects
- ✓ Plastic-free packaging



## Reach out to us

I look forward to getting to know you and your shop better. We are happy to advise you on which product range best suits your customers. Hope to see you soon!

**Mail:** [jesse@kunstsokken.nl](mailto:jesse@kunstsokken.nl)

**Mob:** +316 833 919 84



**Co-Founder & Chef B2B**  
Jesse Richter



**Scan & Win**  
a welcome  
package  
worth €500+



Van Nelleweg 1  
3044 BC Rotterdam  
Kvk: 95992561

**kunst**sokken