



Oberon

DRESS SOCKS WITH A KICK

FOR IMMEDIATE RELEASE

SOCKING IT TO CONSERVATIVE CORPORATE CULTURE

Local Entrepreneur Incites Style Rebellion from the Feet Up

November 3, 2008 (Charleston, South Carolina)--Local entrepreneur Chris Clark is redefining business appropriate attire with Oberon Socks, a hip line of upscale men's dress socks that are sure to break up the corporate monotony of gray and navy suits. The aptly named Buccaneer sock--an argyle print endowed with skull and crossbones embroidery--marks Clark's premiere effort.

Clark, a recent Vanderbilt University graduate and Charleston resident, was inspired to start Oberon Socks after witnessing his friends' personal style deteriorate after they began working in the corporate world. Bucking the finance bandwagon--which so many of his fashionably ill-fated classmates jumped on--helped Clark avoid the corporate wardrobe doldrums. In a shrewd move, Clark accepted a software engineer position at Blackbaud on Daniel Island, South Carolina. Grateful for the laidback lowcountry style his office embraces, the altruistic Clark felt a responsibility to rescue his friends from their uptight suits and restrictive button-downs.

Understanding the limitations of a conservative office, Clark saw socks as the best outlet for self-expression. Part of his motivation to manufacture socks is the subtle but powerful nature of dress socks: "You find your style in details. Whether or not everyone else can see the details, you know how you're dressed and you gain confidence and attitude from that." Oberon Socks allow the wearer to express style and individuality in a way that is suitable for the boardroom.

Oberon Socks were designed not only to be fashionable, but also to keep up with the busy lifestyle of the men who wear them. Clark set out to create a hybrid of sport sock performance, luxury sock comfort, and contemporary style. He realized his vision in the Buccaneer Sock. Clark notes that, "while socks may be a small part of a wardrobe, they are certainly not trivial. Socks are the most frequently used and functional piece of clothing we wear."

To ensure that Oberon Socks are of the highest quality, Clark painstakingly tested dozens of prototypes from different manufacturers by wearing them himself. By the time he had perfected the Buccaneer, his modest downtown apartment was cluttered with boxes of sample socks. Six months since embarking on his entrepreneurial endeavor, Clark has successfully designed, manufactured, and distributed his own original line of men's dress socks, and in the process revived his fashionably flatlining friends.

Oberon Socks is a Charleston-based brand of upscale men's dress socks founded by Chris Clark in early 2008. The label caters to discriminating clients who demand both function and style. High quality wool blends and a hand-linked toe ensure long-lasting comfort, while Oberon's hip twists on traditional patterns lend a quiet confidence to any outfit.

Oberon Socks
49 Radcliffe Street, Suite B
Charleston, SC 29403
www.OberonSocks.com

Interview Contact: Maggie Winterfeldt
Telephone: 508.479.7130
Maggie@OberonSocks.com

###