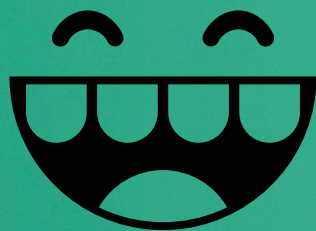


Happy Socks®



TOCA BOCA



HAPPY SOCKS X TOCA BOCA

This November **HAPPY SOCKS** is very proud to present its first kids colab! For the occasion, there was no better entity to team up with than **TOCA BOCA**.

TOCA BOCA was created in 2010 with an approach to kids digital toys very similar to the concept **HAPPY SOCKS** puts on socks. While allowing kids to stimulate their imagination and create meaningful play experiences, **TOCA BOCA** emphasizes the ability to enjoy their digital toys through playing alone or with family and friends. Just like **HAPPY SOCKS** created kids sizes to allow the entire family to wear great quality and designed products, Toca Boca provides a great panel of apps with design and quality in focus.

Played by both children and their parents in more than 160 countries, Toca Boca has totaled 50 million downloads to date.

After such a successful start, Toca Boca starts to expand as explains Björn Jeffery, co-founder and CEO of Toca Boca:

“Toca Boca has been a loved brand in App Stores for several years now. And due to popular demand, we have decided to start taking that brand to physical products too. This collaboration with Happy Socks is a great first step.”

About the colab itself, he continues:

“Working with Happy Socks has been fantastic. We share the same passion for great and playful design with a Swedish touch.”

ABOUT TOCA BOCA

Toca Boca is the world's leading digital toy app creator for iOS and Android. Played by both children and their parents in more than 160 countries, Toca Boca digital toys have been downloaded more than 50 million times to date. For more information about Toca Boca and its full collection of digital toy apps, visit www.tocaboca.com

ABOUT HAPPY SOCKS

It started under the cloud-ridden April sky of yet another belated Swedish spring in 2008. Two friends had a vision: a vision to spread happiness by turning an everyday essential into a colorful design piece with a rigid standard of ultimate quality, craftsmanship and creativity. It's a concept brought to perfection by the Happy Socks collective of creators. Today Happy Socks are sold in more than 70 countries and on every continent.

HAPPY SOCKS X TOCA BOCA

In this collaboration with Toca Boca, Happy Socks has made its favorite monsters from the hit app Toca Kitchen Monsters into socks! The colab consists of four exclusive designs sold as 2-packs created together by Happy Socks and Toca Boca: meet **NEBULA** and **GOMEZ**.



TOCA MONSTER SOCKS “GOMEZ”

This 2-pack contains one monster sock, Gomez, and one inspired by the Toca Boca colors.

This is Gomez. He loves having a party in the fridge. Now he lives in the kitchen and eats whatever he likes! Gomez usually wears banana peel on his head but it was removed from the sock so that you wouldn't fall! Great, huh?

Feel an urge to play with socks? Use them as hand puppets and play around anywhere you like, or simply put them on your feet and look monstrous.



TOCA MONSTER SOCKS “NEBULA”

This 2-pack contains one monster sock, Nebula, and one inspired by the Toca Boca colors.

Meet Nebula. She snuck in through an open kitchen window and made a total mess. Her reactions made everyone laugh. She really doesn't like broccoli but it's fun to scoop some extra on her plate!

How to play with socks? Use them as hand puppets and play around anywhere you like, or simply put them on your feet and look monstrous.