



EXTRAORDINARILY
VIM&VIGR®

FALL/WINTER 2019 COLLECTION

Dear Friends,

When I founded VIM & VIGR in 2013, I wanted to do it right. Taking a thoughtful approach to building a company required more work, more time and more creativity, but it set a bar for us: don't cut corners and don't make assumptions.

Today those values are woven into the very fabric of our socks. From our specialized medical knitting machines to the custom thread blends we've perfected, every step of our process ensures that the socks on our customers' feet are products we can stand by.

Time and time again, you've told us that VIM & VIGR legwear has given your customers the freedom to do what they couldn't before – finish a workday without achy legs, fly across the ocean without worry of clots, enjoy a third trimester without swollen ankles. The confidence of our customers, along with their incredible stories, inspires us to keep pushing for the highest bar of quality and to never stop innovating.

Our 2019 Fall/Winter Collection embodies a commitment to our customers and pride in our process. As you'll see in the pages that follow, we've re-imagined our sizing and packaging to emphasize simplicity and inclusivity, while also improving overall fit. Check out our new size chart on page 7 for the full story – and be sure to catch the “why” behind the changes on pages 4-5.

Getting it right has long been a priority for us, and it's intensely satisfying to see this collection come to life after hundreds of iterations, conversations and little tweaks. We can't wait to help you offer an elevated experience and exciting new products to your customers.

As always, we're not done yet. Even as I write, our team is exploring ways to bring new solutions to the market. We're confident in what we're bringing you today – and we're endlessly fascinated by what we can help you accomplish tomorrow.

It's this spirit that makes VIM & VIGR truly extraordinary.

Sincerely,

Michelle

*P.S. I'm wearing the
moisture-wick nylon
socks in Wine!*





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WHAT MAKES VIM & VIGR SO *Extraordinary?*



We're obsessed with our customers and we listen.

You've told us what you want – better sizing for all, more styles, expanded medical-grade compression – with that same VIM & VIGR quality you can trust. We make it our goal to deliver, every time.

We fit on real people and aren't satisfied with "the average."

We want everyone to experience the benefits of compression – that means designing socks that everyone can wear. There's no average that adequately captures every build – so we test each product on real people of all shapes and sizes to determine the best fit.



Walk into our headquarters on a given day, and you may find half our staff wear-testing samples. They're reporting on the fit and feel after hours of wear, because we are obsessed with getting it right – for every person.

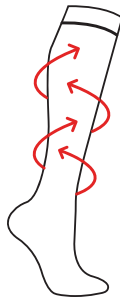


We innovate and stay curious.

Our eye is always on what's next. We're not afraid to consider a new solution to better serve our customers or to relentlessly improve a current design. We talk to retailers, explore new markets, pursue season trends – all to stay sharp, inspired and creative.

We quadruple-check and guarantee.

Our quality assurance process ensures that we only ship out products that meet our standard for everyday and medical-grade compression. We measure, stretch, inspect, test – and then we guarantee 100% satisfaction for you and your customers.



TOP 5 THINGS TO KNOW ABOUT New Packaging & Sizing

1 Inclusive Sizing

You asked, we delivered! In response to customer feedback, we've expanded our sizing to include small, medium and large options in wide calf. All sizing reflects men's and women's shoe sizes – ensuring there's an option for everyone, regardless of the style you're drawn to.

2 Simplified Look

Small, but effective changes make our colors and patterns stand out! Our new packaging features a clean design, allowing our stylish socks to steal the show.

3 Clear Product Info

We've prioritized key information – like compression level, fabric and size – on the front of the package to make shopping easy. On the back, you'll find the new sizing chart, benefits of compression and care instructions for quick reference.

4 Everyday vs Medical-Grade Collections

Look for our Everyday Collection (15 - 20 mmHg) noted in a deep blue on the front and side panels. Our Medical Grade Collection (20 - 30 mmHg) is distinguished with teal.

5 Thoughtful Design Upgrades

Tucked neatly between the front and back panels, a special tab helps hold the socks in place. It's a tiny change with big impact – this extra bit of packaging ensures your VIM & VIGR display will always look sharp and requires minimal adjusting out of the box!

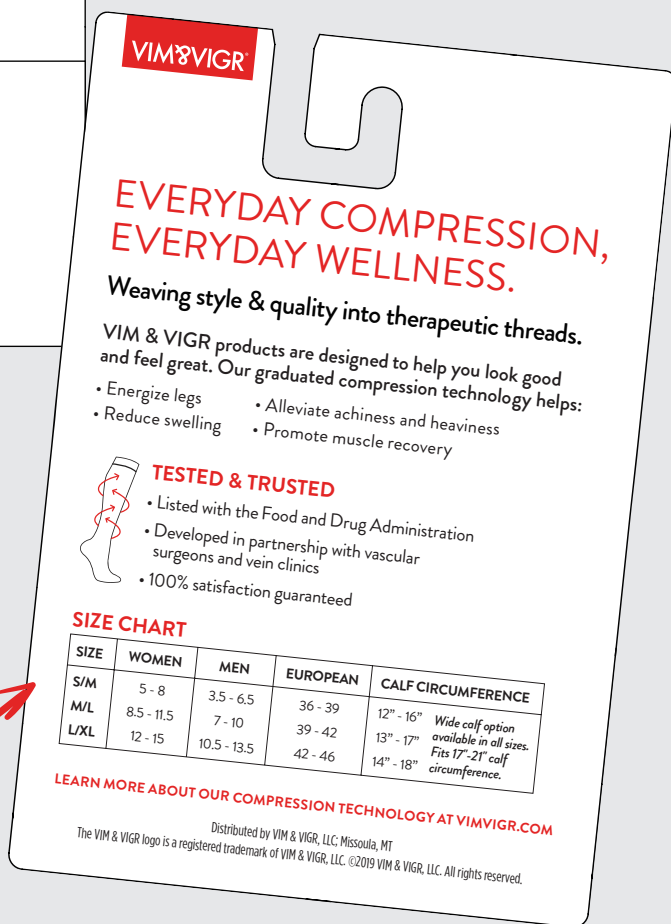
Fabric Type & Sock Style

Sock size

Shoe size



The compression level is called out on the front of the packaging.



Our **NEW SIZE CHART** features inclusive sizing!
(Enlarged View Below)

SIZE CHART

SIZE	WOMEN	MEN	EUROPEAN	CALF CIRCUMFERENCE
S/M	5 - 8	3.5 - 6.5	36 - 39	12" - 16"
M/L	8.5 - 11.5	7 - 10	39 - 42	13" - 17"
L/XL	12 - 15	10.5 - 13.5	42 - 46	14" - 18"

Wide calf option available in all sizes. Fits 17"-21" calf circumference.



COTTON COLLECTION

OUR SIGNATURE FABRIC.
BREATHABLE & SUPREMELY COMFORTABLE

48% Cotton / 42% Nylon / 10% Spandex



I like the cotton fabric because it lets
my feet breath and keeps my legs
warm, but not hot. They look and
feel great on and function perfectly
for hiking or just walking my dog.

- Lisa P.





COTTON



ARCADE STRIPE:
Hunter & Raspberry
VIC-046B-1010



ARCADE STRIPE:
White & Red
VIC-046A-1009



BLOCK PLAID:
Cream & Raspberry
VIC-041B-1008



BLOCK PLAID:
Navy & Teal
VIC-041A-1006



HEATHERED COLLECTION:
Oatmeal & Cranberry
VIC-051B-1017



JULIET FLORAL:
Midnight & Gold
VIC-020A-1014



PETITE DOT:
Black & Tan
VIC-031A-1011



PETITE DOT:
Eggplant & Grey
VIC-031B-1013



GRANDAD PLAID:
Tan & Slate
VIC-068A-1036

Our cotton collection uses the highest quality fabrics to bring all the comfort of your favorite pair of socks with all the benefits of graduated compression.



SOLID:
Black
VIC-005A-0301



HEATHERED COLLECTION:
Dark & Light Grey
VIC-051A-0512



HEATHERED COLLECTION:
Navy
VIC-051E-1033



MONTANA PLAID:
Heathered Grey
VIC-042B-1004



MONTANA PLAID:
Forest & Black
VIC-042A-1003

“

At first I was hesitant about cotton,
but now I love it. It breathes really
nicely and my feet don't get clammy.
Super comfortable.

- Lyndsey O.

”



NYLON COLLECTION

OUR BOLDEST STYLES, TECHNICALLY DESIGNED FOR LASTING SUPPORT

91% Nylon / 9% Spandex



STAFF PICK

The nylon socks are my fabric of choice. These socks have taken me up mountains, protected my calves on trail runs and look perfect with every single outfit I wear.

- Rachel, Senior Marketing Manager at VIM & VIGR





NYLON

With a multi-dimensional weave for breathability, our 400 needle-count nylon blend features color combinations from playful to neutral. Perfect for every occasion.



FRESH STRIPE:
Navy & Teal
VIN-058A-1028



NAUTICAL STRIPE:
Black & Sky
VIN-009A-1026



LITTLE STRIPE:
Black & Grey
VIN-034A-1039



LITTLE STRIPE:
Midnight & Crimson
VIN-034B-1041



“

I love, love, love my VIM & VIGR compression socks! My favorites are the nylon ones. I wear them with dress slacks and dress shoes or with jeans and cowboy boots. They are long enough for my long legs and really make a difference.

– Sandra B.

”





MOISTURE-WICK NYLON COLLECTION

SUPPORT FOR ALL SEASONS AND THE ULTIMATE TROUSER SOCK

75% Moisture-Wick Nylon / 13% Nylon / 12% Spandex

“

The moisture-wick compression socks are awesome because they breathe so well, especially in summer months. I love the variety of colors.

- Carolyn T.

”



Unbelievably breathable and incredibly flexible. Our moisture-wick fabric helps draw sweat and moisture off of the skin and encourages quick evaporation.



SOLID:
Wine
V1M-005E-0001



SOLID:
Fig
V1M-005C-1022



SOLID:
Navy
V1M-005B-0053



“

STAFF PICK

It's hard to go wrong with our moisture-wick nylon. They're cool, comfortable and match anything. The easiest choice I make for my health every day!

– Jeanne Rothenbuecher, Director of Accounting

”



SOLID:
Cashew
V1M-005D-1024



SOLID:
Black
V1M-005A-0051



UNISEX LEG SLEEVES

Solid: Black
V1M-013A-0131



UNISEX COMPRESSION SLEEVES

Our moisture-wick compression sleeves blend comfort and style with graduated compression technology—to energize your legs with improved circulation, muscle recovery and superior performance.



“ I bought these compression sleeves to wear when I play tennis (I had several DVTs and a torn calf muscle last year). They are fantastic - tons of support and really help the blood circulation when I'm active. My legs feel great whenever I wear these.

– Lisa M.

”



MERINO WOOL COLLECTION

ULTRA-SOFT SEASONAL FAVORITE

45% Nylon / 40% Merino Wool / 15% Spandex



STAFF PICK

These are my favorite socks for cold Montana winter days. I'm on my feet for hours on a concrete warehouse floor and need something that will keep my legs energized and feet from hurting at the end of the day. Our merino wool socks are the perfect solution!

- Amy Thompson, Operations Manager





MERINO WOOL

Made with premium Australian merino wool, these socks are soft, warm and naturally moisture-wicking.



SNOWBOUND:
Dark Teal
V1W-065A-1020



SNOWBOUND:
Cream & Cranberry
V1W-065B-1021



THICK STRIPE:
Mocha & Slate
V1W-007A-1037



THICK STRIPE:
Navy & Grey
V1W-007B-1038



SOLID:
Black
V1W-005A-0052





MEDICAL-GRADE COMPRESSION

For those who need a little bit more, without sacrificing style or comfort.

Our medical-grade compression socks measure in at 20-30 mmHg and are commonly used for moderate edema, lymphedema, Deep Vein Thrombosis (DVT), pre- and post-surgical applications and other medical conditions. This compression level is generally prescribed by a healthcare provider.

“

Since developing a form of dysautonomia called POTS, I haven't been able to stand for more than a few minutes at a time...These socks and tights have allowed me to stay on my feet longer, turning grocery shopping, laundry, and even long walks from treacherous tasks to enjoyable.

- Aubrey G.

”

MEDICAL-GRADE COMPRESSION



COTTON
Petite Dot: Black & Tan
V2C-031A-1012



COTTON
Juliet Floral: Midnight & Gold
V2C-020A-1015



COTTON
Block Plaid: Navy & Teal
V2C-041A-1007



MOISTURE-WICK NYLON
Solid: Wine
V2M-005E-1025



MOISTURE-WICK NYLON
Solid: Fig
V2M-005C-1023



NYLON
Nautical Stripe: Black & Sky
V2N-009A-1027



NYLON
Fresh Stripe: Navy & Teal
V2N-058A-1060



NYLON
Little Stripe: Black & Grey
V2N-034A-1040

“

The pain in my legs used to be a consistent 8 out of 10...now it is a 1 or 2 - barely noticeable.

- Kathy J.

”

20-30 mmHg



COTTON
Montana Plaid: Heathered Grey
V2C-042B-1005



COTTON
Heathered Collection: Navy
V2C-051E-1034



COTTON
Heathered Collection: Dark & Light Grey
V2C-051A-1001



COTTON
Solid: Black
V2C-005A-1000



MOISTURE-WICK NYLON
Solid: Black
V2M-005A-1002



NYLON
Little Stripe: Midnight & Crimson
V2N-034B-1042

TIGHTS

FOR ALL-DAY COMPRESSION
THAT'S CLASSY AND
COMFORTABLE.



OUR HEALTHIEST TIGHTS

Improve circulation, reduce swelling, boost energy and aid in muscle recovery.

Designed with our signature non-binding honeycomb waistband and multi-dimensional weave, these tights will move with you, smooth the stomach and invigorate your legs.



TIGHTS
Solid: Black
VIN-012A-0121



TIGHTS
Argyle: Black
VIN-071A-0122

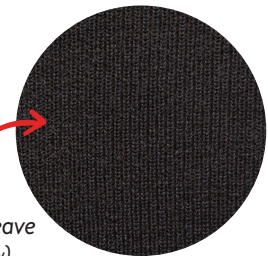


FOOTLESS TIGHTS
Solid: Black
VIN-072A-0123

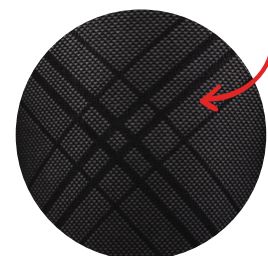


Long hours in the kitchen make tired legs.
Compression tights are a perfect solution.

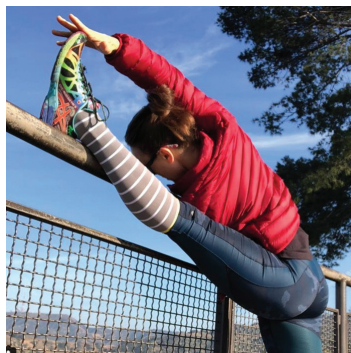
Solid Weave
(detail view)



Argyle Weave
(detail view)



POWERED BY VIM & VIGR



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