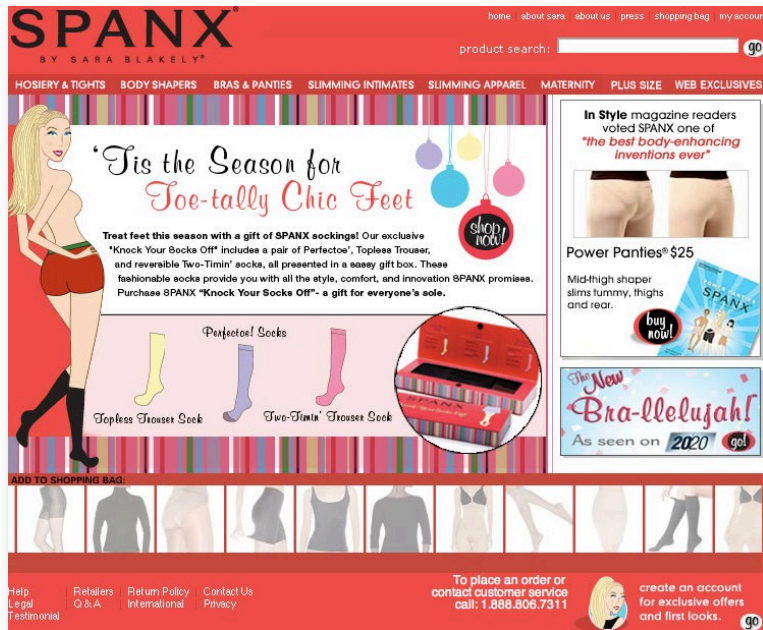


Spanx “Knock Your Socks Off” holiday campaign

For the holidays, Spanx launched a boxed gift set of its trouser socks. I wrote the campaign across the homepage and HTML email in the brand’s cheeky, pun-loving voice, turning three pairs of socks into a gift for everyone’s sole.



Homepage takeover: “Tis the season for toe-tally chic feet.”



Holiday HTML email: the gift set, sock by sock.

Topless Trouser Sock

Go topless this season. Developed with a soft, woven leg band, our Topless Trouser Socks provide your shine with extra comfort and eliminate VCL (Visible Calf Lines). To top it off, our special knitting technology makes eggy ankles a thing of the past. With the Topless Trouser Socks, your feet can bare it all.



Topless Trouser Sock: “Your feet can bare it all.”

Perfectoe! Socks

Tip toe into the holidays. Our Perfectoe! Trouser Socks are naturally rounded offering a more durable and comfortable place for your piggies. New technology wicks moisture away, keeping feet dry and comfy as you work, shop, or dance through the holidays. Our Perfectoe! Trouser Socks wrap your feet in a toe-alicious fit.



Perfectoe! Socks: “A toe-licious fit.”

Two-Timin' Trouser Sock

Don't cheat your feet. Double your pleasure with 2x the comfort and 2x the style. With pretty patterns and reversible yarns, our Two-Timin' Socks come in classic black on one side and a cool pattern with color on the other. When your feet are tempted with the patented moisture-wicking technology, they will fall in love with your socks. With Two-Timin' Socks, two is always better than one.



Two-Timin' Trouser Sock: “Two is always better than one.”

What I wrote

- **Campaign concept** and headline
- **Homepage feature** with gift-set offer
- **HTML email** with product-by-product copy
- **Playful brand voice** full of puns that still sell

“A gift for everyone’s sole.”

“Go topless this season.”

“Tip toe into the holidays.”