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Hollow Socks Launches Hunt-Specific Alpaca Fiber Sock Engineered to Eliminate All Foot Problems On Trophy Hunts

Wisconsin Brand Solves "Squeeze & Freeze" Problem with Hollow-Core Fiber Technology: 20-30% Warmer Than Wool, 30% Less Bulk

WISCONSIN (January 2025) — Hollow Socks, the Wisconsin-based performance sock company that has sold over 2 million pairs since 2019, today announced Hollow Hunt Socks—the first hunting sock specifically engineered around hollow-core alpaca fiber to solve circulation loss and moisture accumulation that causes frozen feet during extended sits in sub-freezing conditions.

After years of hunters using Hollow's standard boot socks and requesting hunting-specific features, the company partnered with its U.S. manufacturing facility in North Carolina to develop a sock addressing the unique demands of backcountry movement and temperature extremes. The result is a two-height system with strategic engineering upgrades including reinforced arch wrap, lateral/medial ankle support zones, lace guard terry panels, and mesh ventilation channels.

"Hunters were telling us they loved our alpaca boot socks, but needed something built specifically for 10-hour sits at 15°F followed by miles of hiking in variable conditions," said Zach Stuck, co-founder of Hollow Socks. "The problem wasn't just cold—it was the sweat-then-freeze cycle and the circulation-choking bulk of thick wool socks. We engineered a sock that's 20-30% times warmer than merino with 30 percent less bulk."

Breaking the "Squeeze & Freeze"

The core problem: Hunters wear thick wool socks believing more insulation means more warmth. But the added bulk compresses feet inside boots, choking off blood flow—the body's natural heating system. During active periods, feet sweat inside insulated boots. Solid wool fibers absorb this moisture like a sponge, holding up to 30% of their weight in liquid. When movement stops and body temperature drops, that trapped moisture becomes an ice pack wrapped around already blood-starved feet.

Hollow Hunt Socks attack both problems simultaneously. The microscopic hollow core in each alpaca fiber traps insulating air pockets, delivering superior warmth with 30% less material bulk—preserving critical boot circulation. Because the fiber is hollow, it doesn't absorb and hold moisture like solid wool. Instead, it actively wicks sweat away as vapor through hollow channels. The material absorbs only 11% of its weight in moisture compared to wool's 30%, preventing the dangerous sweat-then-freeze transition.

Hunt-Specific Engineering Features

Unlike premium wool socks adapted from hiking applications, Hollow Hunt Socks incorporate engineering specific to hunting demands:

- **Reinforced Arch Wrap:** Multiple elastic threads woven through the arch create a glove-like fit that prevents bunching during steep terrain navigation
- **True Ankle Support Zones:** Elastic structures wrap the medial and lateral malleolus, providing compression and stability for sidehilling and climbing
- **Terry Top Panels with Mesh Channels:** Strategic cushioning protects against lace pressure in tight boots while maintaining airflow for temperature regulation
- **Y-Gore Deep Heel Pocket:** Locks the sock in place during miles of movement
- **Nylon-Reinforced High-Wear Zones:** Durability engineering in heel, toe, and footbed designed to outlast merino (tensile strength: 50 N/ktex vs. wool's 30-40 N/ktex)

Two Heights for Different Hunt Scenarios

Crew Height: Engineered for mobile hunts with big temperature swings—spot-and-stalk, upland birds, early season whitetail. Strategic terry mapping provides cushion without bulk for hunters covering miles in 6-10" boots.

Over-The-Calf (OTC): Built for static hunts in freezing conditions—tree stands, waterfowl blinds, late-season rifle sits. Full-leg coverage prevents exposed skin gaps while terry loops on the calf trap warmth during 8+ hour sits.

Both heights share core benefits: natural antimicrobial properties for multi-day wear without odor, hypoallergenic construction (no lanolin like wool), and temperature regulation across 60+ degree ranges.

"We've had hunters report wearing the same pair for several days straight on backcountry elk hunts with zero odor issues," Stuck said. "That's the antimicrobial property of alpaca fiber proving itself when it matters."

Made in America, Field-Tested

Hollow Hunt Socks are knitted on state-of-the-art Lonati machines at Hollow's North Carolina manufacturing facility using premium baby alpaca fiber sourced from certified Peruvian farmers. The socks are backed by Hollow's 99-day field guarantee.

Hollow Hunt Socks are available now at HollowSocks.com in Crew (\$44.99/pair) and Over-The-Calf (\$49.99/pair) configurations. The company will showcase the complete product line at SHOT Show 2025 as it expands into national retail distribution.

About Hollow Socks

Founded in 2018 by outdoor enthusiasts Zach Stuck and Brian Davis, Hollow Socks creates performance socks using alpaca fiber technology for demanding environments. Named for the unique hollow-core structure of alpaca fibers, the company has sold over 2 million pairs and earned 10,000+ five-star reviews. Designed in Wisconsin and manufactured in North Carolina,

Hollow serves hunters, tradespeople, hikers, and now serious runners who demand function over fashion. Learn more at hollowsocks.com.

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