

FOR IMMEDIATE RELEASE

Wisconsin Performance Brand Hollow Socks Brings Alpaca Fiber Innovation to SHOT Show 2026

After selling 2 million pairs, Made-in-America sock brand challenges wool's dominance with expanded hunt, trades, and tactical collections engineered for extreme conditions

LAS VEGAS, Nev. ([INSERT DATE], 2026) — **Hollow Socks**, the Wisconsin-based performance sock brand that has sold over 2 million pairs since launching on Kickstarter in 2019, will showcase its expanded product lineup at SHOT Show 2026, demonstrating how alpaca fiber outperforms traditional merino wool in the hunting, tactical, and trades markets where foot performance isn't optional—it's mission-critical.

What started as two outdoor enthusiasts fed up with cold, damp feet on backcountry trips has evolved into a comprehensive performance sock system spanning ten specialized collections. From the Hunt line designed for freezing dawn sits in tree stands to the Trades collection built for 14-hour days in steel-toed boots, Hollow has engineered solutions for professionals who can't afford gear failure when it matters most.

"The hunting and tactical communities have been told for decades that merino wool is the performance standard," said Zach Stuck, co-founder of Hollow Socks. "But alpaca fiber absorbs three times less moisture than wool, dries 85% faster, and delivers 20-30% better thermal insulation per gram—without the itch or lanolin allergies. Nature already perfected the technology in the Andes mountains where alpacas handle temperature swings from zero to 100 degrees. We just put it in a performance package and manufactured it in North Carolina."

The Hollow Fiber Advantage: Why Alpaca Outperforms in Extreme Conditions

Hollow's name comes from the semi-hollow core structure of alpaca fibers—nature's built-in performance technology that creates air pockets for superior temperature regulation. The science backs up the field performance:

- **Moisture Management:** 10-11% water absorption versus wool's 30%—critical for multi-day hunts or extended operations where changing socks isn't an option
- **Odor Resistance:** Natural antimicrobial properties (65-79% E. coli reduction) enable 3-5 day wear without washing
- **Temperature Regulation:** Hollow fiber cores allow through-fiber ventilation, keeping feet warm at dawn and cool during midday hikes
- **Durability:** 50% higher tensile strength than merino wool (50 N/ktex vs. 30-40 N/ktex) with nylon reinforcement in high-wear zones
- **Hypoallergenic:** Zero lanolin means zero itch and zero wool allergies

From General Collection to Mission-Specific Performance

Hollow's expanded lineup now includes specialized collections engineered for specific use cases:

- **Hunt:** Designed for serious hunters in brutal backcountry conditions with maximum warmth and scent control
- **Tactical:** Engineered for long shifts, rucks, and range days with thermoregulating alpaca that stays dry and fresh during multi-hour wear
- **Trades:** Built for professionals working 14+ hour shifts in demanding conditions
- **Trail:** Seamless toe construction and full cushioning for rugged terrain
- **Boot:** Maximum warmth for extreme cold environments
- **Run:** Low-bulk, precision-knit for road miles
- **Ski:** All-day slope performance with targeted compression zones

Each collection is designed in Wisconsin and manufactured in North Carolina using state-of-the-art 144N and 200N Lonati knitting machines, with premium baby alpaca fiber sourced from certified Peruvian farmers—creating American manufacturing jobs while delivering world-class quality.

Made in America, Tested in the Field

"We're not chasing fashion trends or seasonal colorways," added Brian Davis, co-founder. "We spent two years researching fiber sources and manufacturing processes because our customers—hunters sitting motionless in 20-degree weather with 20 mph winds, tradesmen on concrete all day, trail runners in the Rockies—they need gear that performs when it matters. Function over fashion, every time."

The approach has resonated: Hollow has earned over 10,000 five-star reviews, been featured in Outside Magazine and on the Joe Rogan Podcast, and partnered with GovX to offer service members and first responders an additional 15% discount—a nod to the tactical community that demands the highest performance standards.

Challenging the Wool Establishment

While legacy brands have dominated the outdoor sock market for two decades with merino wool formulations, Hollow's rapid growth signals a shift in what serious outdoor professionals demand. The brand's direct comparison data shows alpaca fiber's 50% lower scale height, faster moisture removal, and superior warmth-to-weight ratio position it as the next-generation performance material.

"Wool has been the default for so long that people don't question it," said Stuck. "But when hunters discover they can wear the same socks for three days in the backcountry without odor, or tradesmen realize their feet stay dry through a 12-hour shift, the data becomes personal experience. That's when loyalty shifts."

SHOT Show 2026 and National Retail Expansion

Hollow's appearance at SHOT Show 2026 marks the brand's strategic push into hunting and tactical retail channels after establishing a strong direct-to-consumer foundation. The company is actively expanding into national retailers, bringing alpaca fiber performance to a broader audience of outdoor professionals and enthusiasts.

For more information about Hollow's complete product line and the science of alpaca fiber performance, visit hollowsocks.com.

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.

Media Contact:

[INSERT CONTACT NAME]

Hollow Socks

Email: support@hollowsocks.com

Web: hollowsocks.com