

SOXXY™

BY SARAH STABILE



[Sarah Stabile](#) is a seasoned marketer and entrepreneur. By the age of 25, she launched [Hi-Impact Communications](#), a PR + marketing agency designed to create impactful programs for brands such as: [Levi Strauss & Co.](#), [Virgin Airlines](#), [Air Asia](#), [Air New Zealand](#), [Ian Schrager Hotels](#), [SKYY](#) and [Panasonic](#).

In 2012, Sarah launched [Soxy](#), a performance-fashion legwear brand with non-slip ankle, knee and thigh-high socks. Frustrated by socks that slipped inside her boots, she grabbed her glue gun and drew X's and O's on the inside of her knee socks and Soxy's Xo non-slip grip was born. In 2014, Soxy introduced SoxyAir, a line of stylish travel compression sox.

After a major ski accident and two knee surgeries, Sarah was introduced to compression socks. Once again, she was frustrated by the lack of performance-fashion and took matters into her own hands. SoxyAir is the only stylish compression sock that gives back. Soxy partnered with five charities to roll out new designs benefitting: [Michael Stabile Scholarship Fund](#), [Kristen Ann Carr Foundation](#), [Jesse Lewis Choose Love Foundation](#) and [Bob Woodruff Foundation](#).

"Whether I'm exercising or on a long flight, I always wear compression socks," said Stabile. "I love the way they make me feel, but detest the way they look. Frustrated by hideous designs, I jumped on the opportunity to create SoxyAir, the only stylish travel compression sock that gives back. Support a cause, support your legs is our tagline."

Sarah has served on the Boards of [Soho House](#) and the [Wings Club](#).



facebook.com/SoxySocks



@SoxySocks



@SoxySocks



@SoxySocks



The Soxpert