Fashion Startup with Philanthropy at Its Core, TallOrder.com Launches Stylish Sock Line for Men with Large-Sized Feet

Company Pairs Fashion and Goodwill by Donating Proceeds to Tuesday’s Children and Honoring Families Affected by September 11, 2001

NEW YORK, NY (PRWEB) September 18, 2017 -- Family owned and operated fashion company TallOrder.com launches today with its debut line of stylish socks for men with large-sized feet. The company’s first initiative, “The Bim Collection,” provides men with shoe sizes 12 – 20 with socks in bold patterns and comfortable styles, and donates ten percent of profits to Tuesday’s Children, a non-profit founded in the aftermath of 9/11 to help all those impacted by the events of that day to heal, recover, and thrive in the wake of a tragedy.

Twin entrepreneurs Dan and Mike Friedman created the collection with their mother, Lisa Friedman, to address the lack of stylish sock options available for big and tall men and give back to their community. At 6’1” and 6’9”, the brothers have always stood out for their size and were even commonly referred to as the “Twin Towers.” This deep-rooted irony is especially difficult because on Tuesday, September 11, 2001, at age 11, Mike and Dan lost their father, Andrew Friedman, in the attacks on the World Trade Center. The Friedmans were overwhelmed by the unwavering support and kindness they received from their community and several amazing charities, including Tuesday’s Children, an organization that played a vital role in their lives. While caring for the families of nearly 3,000 victims of 9/11 was truly a “Tall Order,” people went out of their way to show the family their love and generosity. In this spirit, TallOrder.com was founded to give back to Tuesday’s Children and help their fellow “Tall-Stars” feel and look their best.

“I know our dad would be extremely proud of the way we are honoring him and the nearly 3,000 other innocent lives that were taken on 9/11,” said Dan Friedman, co-founder of TallOrder.com. “We feel very confident that the socks we created will not only fill a fashion need for men with big feet, but will also deliver on the “Tall Order” to pay our community back for all their assistance in the past.”

"September 11 has defined me, and the events of that day changed my family and our country forever,” said Mike Friedman, co-founder of TallOrder.com. “Through all the horror we experienced as individuals and as a nation, our country united to help the 9/11 survivors heal and move forward. This overwhelming response turned tragedy into triumph and gave us the drive to create a legacy in our father’s memory: TallOrder.com.”

Further reflecting the heart of the company, “The Bim Collection” name pays homage to Mike and Dan’s father’s legacy and to the close group of friends he grew up with, nicknamed “The Bims.” Each of the eight inaugural TallOrder.com sock patterns is named after one of Andrew’s close childhood friends, from the athletic “The Kenny” to the creative “The Marty.” The TallOrder.com logo also symbolizes the company’s mission. Featured on the ankle of each sock is a sky blue, embroidered logo – chosen because the sky on 9/11 remains so vivid in the family’s mind and acting as a reminder of the responsibility in helping each other through traumatic times.

As new players on the fashion scene, TallOrder.com is the brothers’ first entrepreneurial venture into the startup space and their unique business model incorporates charity and fashion-forward innovation. Unlike traditional knitted socks, TallOrder.com socks for large-sized feet are created with 3D printing technology on high-quality fabrics to ensure a soft, comfortable fit. These premium socks can accommodate slim to wide calves, feature a
band at the top to prevent slipping, and are breathable, durable, and easy to maintain for long-lasting wear. At launch, the fashion-forward accessory is available in eight bold patterns and offers vibrant colors and designs to help men feel “Fit to Stand Tall.” Socks retail for $15 per pair and are available for purchase at TallOrder.com.

For more information on TallOrder.com or to view additional styles, visit TallOrder.com. Follow TallOrder.com on social at @TallOrderCom and Facebook.com/TallOrderCom.
Contact Information
Marissa Connelly
Litzky Public Relations
http://www.litzkypr.com
+1 973-943-2509

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