



PLUMA

Company profile

Pluma: feather-soft traditional costume socks for discerning men

Munich, July 1, 2014 – Patricia Rohde-Deutsch, PR and Communication consultant, Munich resident, founds the “Pluma” company – named after Spanish for “feather”. The company specializes in the design and manufacture of top quality alpine patterned traditional costume socks made of 100% baby alpaca wool. Soft traditional costume socks in trendy colors are a scarce commodity for men in the German-speaking market – and Patricia intends to change this.

“Men these days have high demands for quality when it comes to clothing. The times of scratchy men's socks are definitely over”, explains Patricia Rohde-Deutsch, founder and owner of Pluma.

These costume sock designs are based on traditional alpine patterns. Each Pluma traditional costume sock bears a special, distinctive trademark - a small colored alpaca wool tassel, hand-stitched to the outside just below the cuff.

Whilst crossing the Andes from Argentina to Chile, Patricia Rohde-Deutsch was inspired by the many free-roaming Alpacas she encountered along the way. “These animals have a small colored woolen tassel in their ear for identification – similar to the ear tag our cows have. I was enthralled by this from the start, which is why I made it the special feature of our Pluma traditional costume socks.”

The idea of founding the company came about when the founder searched for soft costume socks for her husband - in vain. The standard response in traditional costume shops is “socks must scratch - that's the tradition and that’s how it should be and that’s why men usually wear a pair of cotton socks underneath.” And so the idea of marketing this product independently took root.

Patricia Rohde-Deutsch contacted her friend and engineer Anja Zickmann who had relocated from Hamburg to Peru. Anja was immediately thrilled by the idea and started contacting various knitwear producers in Lima. After an intensive search for suitable material, the decision fell on local baby alpaca wool, which matches cashmere in terms of quality and wearing comfort. “Not only is baby alpaca wool particularly soft, it is also very skin-friendly and has excellent thermally insulating qualities”, explains Patricia Rohde-Deutsch. Anja Zickmann adds: “80% of the alpaca population is found in southern Peru. The woolen products are worn in Peru in winter as in summer and are highly valued for their wearing comfort and thermal protection.”

Zickmann and Rohde-Deutsch together visited alpaca wool production facilities in the Peruvian highlands where they inspected working conditions in the factories and the quality of the wool. The experience and skills the locals gained over many generations of working with alpaca wool persuaded them to have the Pluma traditional costume socks manufactured in Peru. “I have also worked for German textile companies and knitting factories for many years of my PR activities. The experience I gained there in terms of design and choice of wool comes in very useful today”, says the Pluma founder.

More than twenty sample socks were knitted, in various qualities and designs, until the high demand on quality was finally achieved and a decision was made on the proper design of the first Pluma pair of traditional costume socks. The toe and heel areas are reinforced to enhance the durability of these stressed areas of the sock.

Traditional alpine costume socks, hand-made from 100% Andean baby alpaca wool, are unique on the costume market. The first Pluma range arrived at specialist retailers in August 2014 in the trendy colors of aubergine, cherry and terracotta, at prices starting from 149 Euro, to be complemented with traditional colors such as natural, stone, taupe, anthracite and leaf green.

For further information please visit: www.pluma-socks.com

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