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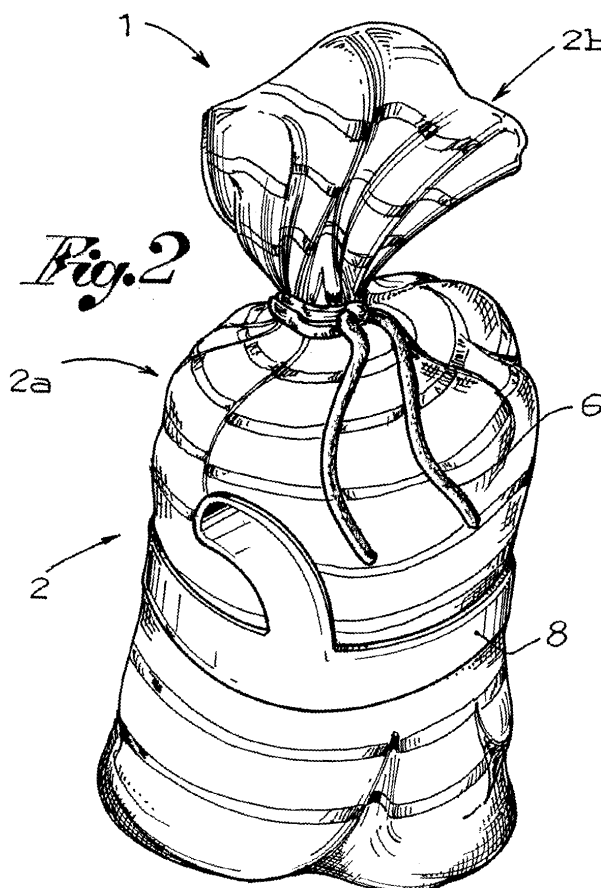
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(54) **Packaging and display assembly for an article of clothing, such as a pair of socks**

(57) The present finding relates to a packaging and display assembly (1) for a pair of socks. The assembly comprises a bag (2) which externally exhibits an ornamental pattern and predetermined colours, and a pair of

socks, which exhibits an ornamental pattern and predetermined colours. The ornamental pattern and the colours of the pair of socks are identical to the ornamental pattern and the colours of the bag.



## Description

**[0001]** The object of the present finding is a packaging and display assembly comprising a bag and a pair of socks.

**[0002]** Once, women yarn socks, for example of wool, generally called "knee-length socks", were considered as a clothing accessory to hide, as deemed to be not very elegant and attractive. Knee-length socks, therefore, were often plain-coloured and totally without ornamental patterns. They could be purchased at specialised points of sale, sold as low-cost articles and often not even displayed to the public.

**[0003]** The current fashion trend, on the other hand, is to show knee-length socks, perhaps under skirts, protruding from the boots. Therefore, at present they are available on the market in countless colours and with varied ornamental patterns: with horizontal lines, vertical bands, geometrical patterns and so on.

**[0004]** While once their sale was confined to specialised points of sale, nowadays clothes shops in general, even of knitwear, offer several models of knee-length socks to their customers, in various colours and decorations, often to match with other articles: cardigans, pull-overs, skirts, scarves, gloves, hats and the like.

**[0005]** The points of sale therefore have the need of suitably displaying several models of knee-length socks, differing by colour and ornamental pattern, so as to attract the customers' attention.

**[0006]** At present, in order to meet the above requirements, the points of sale offer women knee-length socks kept paired by a metal hook, piled up indiscriminately in containers or displayed in small display cases, arranged on the shelves thereof. Sometimes, display stands for men socks are used: rectangular structures, often made of wood or plastic, having several small seats, in each of which a pair of socks is arranged.

**[0007]** The object of the present finding is to provide a packaging and display assembly for a pair of socks which should meet the above requirements and which should be more convenient and useful of the solutions known so far.

**[0008]** The features and advantages of the assembly according to the present finding will appear more clearly from the following description, made by way of an indicative and non-limiting example with reference to the annexed figures, wherein:

**[0009]** - figure 1 shows an exploded view of the assembly; and

**[0010]** - figures 2 and 3 show the assembly according to two different points of observation.

**[0011]** In accordance with the annexed figures, reference numeral 1 globally indicates a packaging and display assembly for a pair of socks.

**[0012]** Said assembly comprises a bag 2 and a pair of socks 4, said bag 2 being suitable for containing the pair of socks.

**[0013]** Socks 4 are characterised by a predetermined

external colouring and/or by a specific ornamental pattern.

**[0014]** For example, said socks exhibit an ornamental pattern with horizontal lines, vertical bands, geometrical patterns, fantasy characters, and the like.

**[0015]** Said socks are preferably made of wool.

**[0016]** Bag 2 is preferably made of a material identical to that of the socks.

**[0017]** Moreover, said assembly 1 comprises closing means suitable for closing bag 2. Preferably, said closing means comprise a string 6 suitable for being knotted to the bag for closing it.

**[0018]** When closed, bag 2 preferably exhibits a containment portion 2a which extends from the bottom of the bag to string 6, and a residual portion 2b, which extends from the string to the top of the bag.

**[0019]** Preferably, at least a portion of said containment portion 2a exhibits an ornamental pattern identical to the ornamental pattern of the socks contained in the bag. Preferably, at least a portion of said containment portion 2a exhibits colours identical to those of the socks.

**[0020]** Preferably, at least a portion of said residual portion 2b exhibits an ornamental pattern identical to the ornamental pattern of the socks contained in the bag. Preferably, at least a portion of said residual portion 2b exhibits colours identical to those of the socks.

**[0021]** According to a preferred embodiment, the entire bag, that is, the entire containment portion 2a and the entire residual portion 2b, exhibits an ornamental pattern identical to the ornamental pattern of the socks contained therein. Preferably, the entire bag exhibits colours identical to those of the socks.

**[0022]** Moreover, said assembly comprises a band 8, preferably made of paper, cardboard, fabric and the like, suitable for surrounding the bag and suitable for carrying an identification mark of the manufacturer.

**[0023]** According to a preferred embodiment, said band, arranged around the bag, surrounds and tightens it, so as to show that the bag is filled with soft contents.

**[0024]** Advantageously, the band arranged as said above around the bag, makes said assembly pleasant to look at, infusing a feeling of softness to the customer which the customer himself/herself associates to the pair of socks contained therein.

**[0025]** Moreover, said assembly comprises a support base 10, preferably made of paper, cardboard and the like.

**[0026]** Said support base is attached, for example by gluing, to the bag bottom.

**[0027]** Advantageously, the assembly is suitable for remaining standing by said support base. In other words, by virtue of the support base, the bag does not tilt on the support surface, but exhibits the tendency to remain standing.

**[0028]** The finding described above is suitable for being used for simply packaging a pair of socks.

**[0029]** In fact, for a sock producer, it is sufficient to produce, with identical decoration and identical colours

of a sock already being produced, a third sock to be used as a bag wherein the two socks to be sold are arranged.

**[0030]** Moreover, the finding described above is suitable for displaying a pair of socks in an attractive manner for the customers.

**[0031]** In fact, the customer can immediately see the ornamental pattern of the socks and the colours thereof.

**[0032]** Moreover, the customer can appreciate the fabric with which the socks are made, the feel of said fabric, the softness and the like, since the bag is substantially made like a third sock, that is, it exhibits same materials and/or ornamental patterns and/or same colours.

**[0033]** Moreover, the use of materials like paper, cardboard, fabric and the like imparts a feeling of product originating from natural processes that do not use materials like plastics and the like.

**[0034]** Moreover, the assembly manufactured as described above can be displayed close to the counter of the point of sale, for example in a box, that is, in the point from where who has made a purchase must pass to pay for the articles, and is therefore tempted to purchase the socks, perhaps in colour or decoration matching with the other articles just bought.

**[0035]** It is clear that a man skilled in the art can make several changes and adjustments to the assembly described above in order to meet specific and incidental needs, all falling within the scope of protection defined in the following claims.

## Claims

1. A packaging and display assembly (1) for an article of clothing (4), such as a pair of socks, comprising:

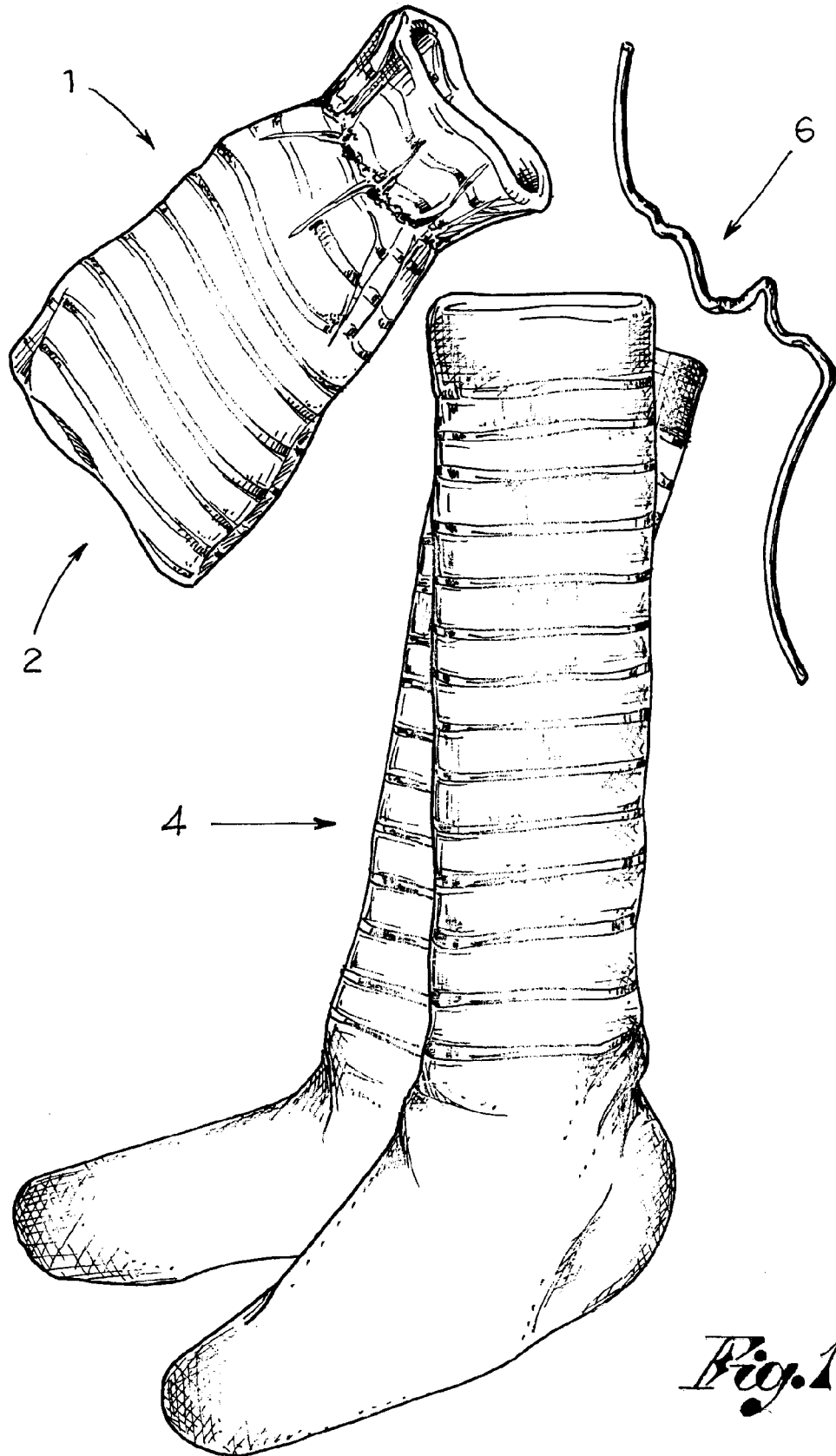
- a bag (2), which externally exhibits at least one portion having an ornamental pattern and/or predetermined colours;
- said article of clothing (4), which exhibits an ornamental pattern and/or predetermined colours;

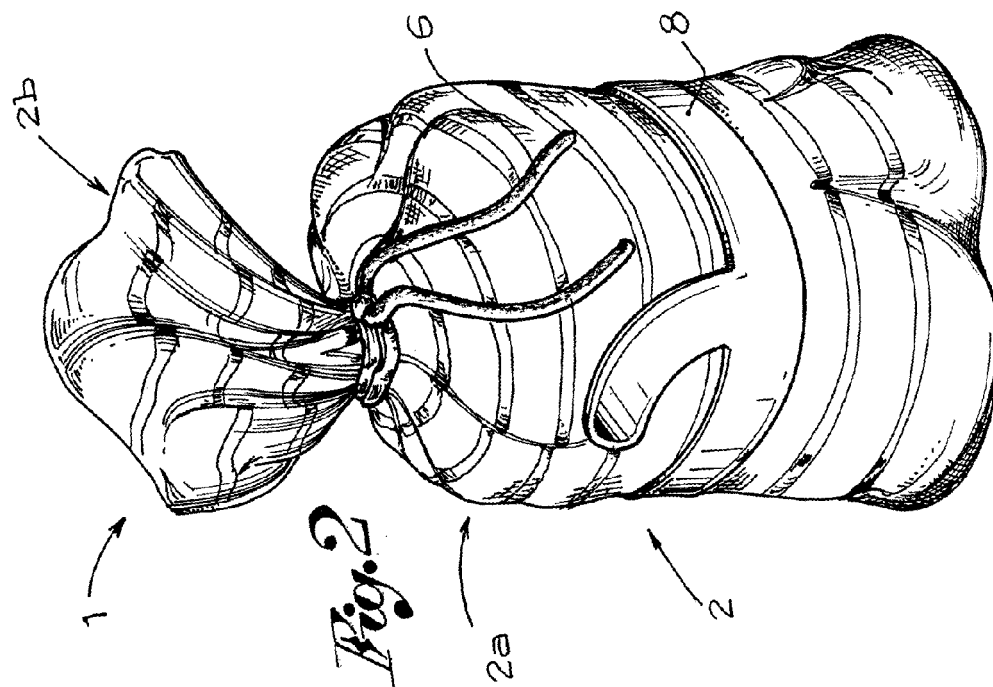
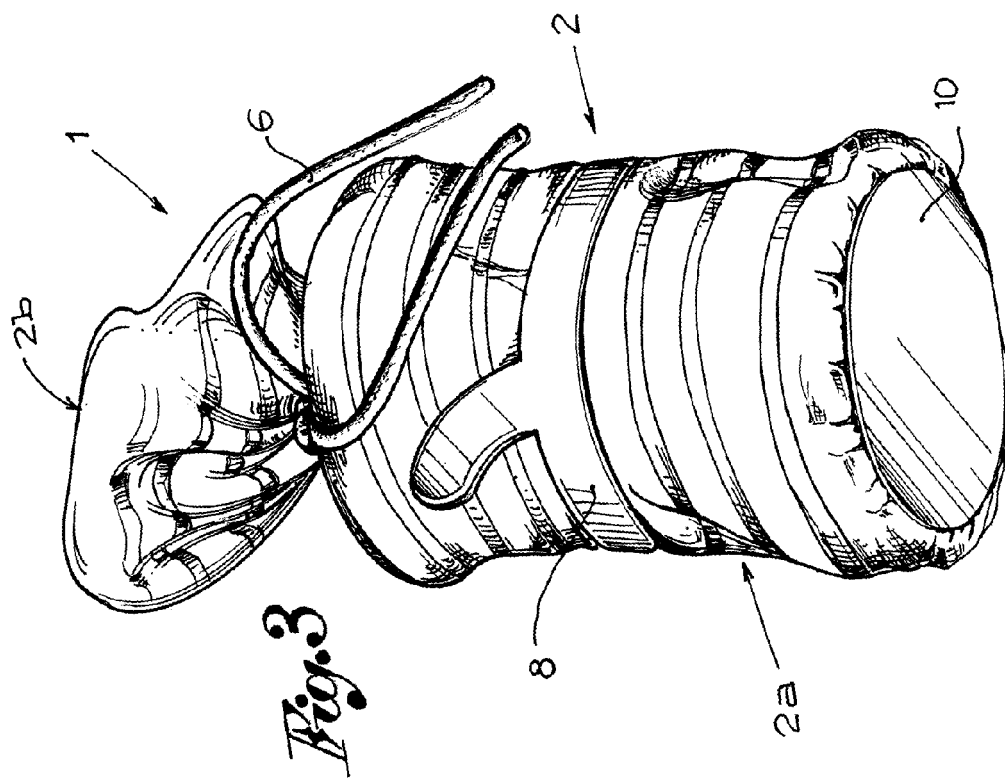
wherein said ornamental pattern and/or said predetermined colours of the article of clothing are identical to said ornamental pattern and/or said predetermined colours of the bag.

2. An assembly according to claim 1, wherein the entire bag exhibits said ornamental pattern and/or said predetermined colours identical to said ornamental pattern and/or said predetermined colours of the article of clothing.
3. An assembly according to claim 1 or 2, further comprising closing means for closing the bag.
4. An assembly according to claim 3, wherein said closing means comprise a string (6) suitable for being

knotted around the bag.

5. An assembly according to any one of the previous claims, further comprising a band (8) suitable for surrounding the bag, tightening it.
6. An assembly according to claim 5, wherein said band carries an identification mark of the assembly manufacturer, or of the seller.
7. An assembly according to any one of the previous claims, further comprising a support base (10) suitable for keeping the bag standing.
8. An assembly according to claim 7, wherein said support base is attached to the bag on the bottom thereof.
9. An assembly according to claim 8, wherein said support base is glued to the bag.
10. An assembly according to any one of claims 4 to 9, wherein said string (6), knotted to the bag (2), determines a containment portion (2a), wherein the article of clothing is contained, and a residual portion (2b) of the bag (2).
11. An assembly according to claim 10, wherein said ornamental pattern and said predetermined colours of the article of clothing are identically reproduced on a portion of said containment portion (2a).
12. An assembly according to claim 10 or 11, wherein said ornamental pattern and said predetermined colours of the article of clothing are identically reproduced on a portion of said residual portion (2b).
13. An assembly according to any one of the previous claims, wherein said article of clothing is a pair of socks.
14. An assembly according to claim 13, wherein said socks are made of wool.
15. An assembly according to any one of the previous claims, wherein said bag is made of a material identical to that of the article of clothing.







European Patent  
Office

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Application Number  
EP 06 42 5226

| DOCUMENTS CONSIDERED TO BE RELEVANT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                   |                                                   |                                            |
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| CATEGORY OF CITED DOCUMENTS<br>X : particularly relevant if taken alone<br>Y : particularly relevant if combined with another document of the same category<br>A : technological background<br>O : non-written disclosure<br>P : intermediate document<br>T : theory or principle underlying the invention<br>E : earlier patent document, but published on, or after the filing date<br>D : document cited in the application<br>L : document cited for other reasons<br>& : member of the same patent family, corresponding document |                                                                                                                                                                                   |                                                   |                                            |

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