



The Indiana Manufacturer

IMA
INDIANA MANUFACTURERS
ASSOCIATION

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FEATURED IMA MEMBER
**Sock Religious: Weaving
Faith Into Every Pair**

IMA MEMBER SPOTLIGHT

Sock Religious: Weaving Faith Into Every Pair

THE IDEA THAT WOULDN'T GO AWAY

In 2017 my wife, Elisabeth, and I were driving north on I-65 for a weekend getaway to Chicago. I was recently wearing novelty donut socks, and I joked, "What if those donuts were St. John Paul II—then I could celebrate the Feast of St. John Paul II rather than national donut day." The laugh faded, but the idea stuck. A few days later I sketched a stick-figure saint on a sock template and handed it to our friend and designer, Madison Cipoletti. In November 2017, we premiered our socks at the National Catholic Youth Conference, sold out before the conference ended, and Sock Religious was born.



FROM SPARE BEDROOM TO FULL-SCALE MANUFACTURING

What started as a side hustle shipping orders from our spare bedroom soon overwhelmed the house—and our mail carrier. Today, Sock Religious operates a 17,000-square-foot plant in Indianapolis, Indiana, outfitted with 10 Italian Lonati circular knitting machines capable of producing 700+ pairs per day. Keeping production in-house lets us guarantee quality, create skilled manufacturing jobs, shorten supply chains, and prototype new designs in days instead of months. Every pair is inspected by hand and tagged with info that shares the story of the featured saint.



Sock Religious knits more than 700 pairs of socks a day using rows of specialized machinery overseen by a technician. Catholic Concepts, which is the main business over the Sock Religious brand, creates not only socks but T-shirts, sweatshirts, stickers and much more!



MISSION & VISION

Our mission is to spark joyful conversations about the Catholic faith through everyday, wearable products. We believe holiness is contagious, humor is disarming, and evangelization can start at your toes. Looking ahead, our vision is to co-create the intersection of commerce, culture and the Great Commission. We want to start conversations about the faith through great products.

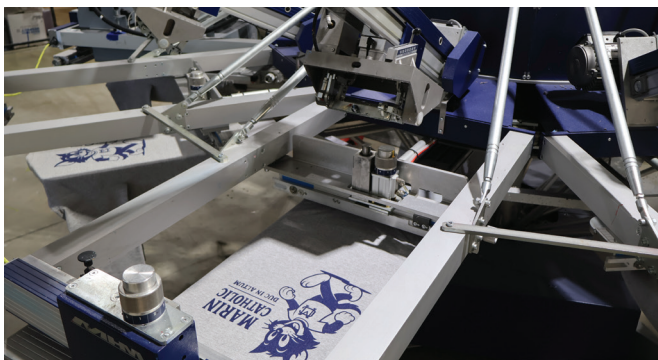
GROWTH THROUGH COLLABORATION

Because we knit under our own roof, we can collaborate quickly with partners who share our values. Recent projects include themed socks for the National Eucharistic Revival, custom designs for Catholic university bookstores, and co-branded lines with ministries such as Hallow, Exodus 90, and Word of Fire. These collaborations expand our reach and route royalties back to the organizations' missions—proof that good business can also be good ministry.

LOOKING FORWARD

Sock Religious has filled hundreds of thousands of orders, yet we still get the same thrill each time someone says, "I love your socks!" As we scale, our pledge is to remain a place where joy, innovation, excellence, integrity, and teamwork are valued in all our interactions. We're grateful to the Indiana Manufacturers Association community for fostering an environment where companies like ours can thrive, and we look forward to sharing ideas—and maybe a few pairs of socks—with fellow members.

Visit sockreligious.com to see the full collection or arrange a tour of our Indianapolis facility.



Elisabeth and Scott Williams are the company creators and owners and are located on the south side of Indianapolis.

