

New Month of Love campaign for Nic Harry Socks

Cape Town retail entrepreneur, Nic Haralambous, is encouraging everyone to make Valentine's Day extend to a month of love, highlighting tolerance.



Owner of premium men's socks and accessories company NicHarry.com, Haralambous feels passionate about men not having to conform to society's expectations of what a man is supposed to look like and how he is supposed to dress.

It's this viewpoint that gave birth to his latest in-store 'Month of Love' campaign for Nic Harry Socks, which is built on the philosophy of having the right to choose. The campaign showcases men and women of all sexual orientations and racial backgrounds sharing a bed. It also sees men sporting a variety of brightly coloured and patterned socks in celebration of individuality and choice.



"I don't want us to think of Valentine's Day as the day of love. This year, I want us to celebrate our freedom to choose love of any kind and in any shape," says Haralambous. "To start different, important and relevant conversations in this 'Month of Love', rather than the usual focus of buying chocolates and teddy bears."

The 'Month of Love' campaign imagery illustrates two men together, two women, a man and woman, same race couples and mixed race couples.

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