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At Reliable of Milwaukee, home of MUK LUKS® since 1972, we celebrate authentic style, colorful adventures, and innovative creativity. We celebrate YOU! Fun, confident, vibrant, genuine, one-of-a-kind.

**Wear your way of life**

We get it. We’re all in this together, so we take pride in making sure MUK LUKS® is an expressive and honest reflection of today’s lifestyle for people who work hard, make a difference, celebrate diversity and express individual beauty... That’s why every vintage-meets-modern design, every expressive mix of pattern and print, every piece of inventive layering, and every fiber of product is produced with all of the special touches that let you express yourself - the pure and realistic YOU!

So kick back, relax and get your happy on. Set a goal, make a change, take action, create an opportunity, cozy up and express yourself the MUK LUKS® way with the freedom to mix-and-match and the confidence to show your individuality.

How does MUK LUKS® fit into your personal style? **We want to know!**

Share your cozy, share your inspiration, share your adventures, share your experiences, share your story - share YOU!

Family-owned with a commitment to our customers and giving back to our local community. **Follow us!** On Facebook, Twitter, Instagram, Pinterest and share with #LoveMUKLUKS
MUK LUKS® Slipper Sox were introduced to the world in 1972 by Reliable Knitting Works, a company started by two brothers, Armin and Samuel Rosenberg, in Milwaukee in 1911. The company remained in the family and is currently on its fourth generation – The Polacheck and Blutstein families.

Our philosophy from day one remains strong, “MUK LUKS®. Wear your way of life!” - where we believe in making product that lets you be you! From cozy sweater knits, to warm metallics, sequins and shine, soft chunky yarns and rich marled textures, there is comfortable feeling, an atmosphere…a celebration of self-expression and individual beauty.

Our story includes establishing long-standing partnerships with our retailers. We take pride in collaboration and in our commitment to your success. A practice we believe is unique to our MUK LUKS® culture. Additionally, we offer private label, design exclusives, warehousing and drop-shipments.

The same pride and dedication that goes into our design also applies to giving back to our communities, on both local and national levels. Nationally we support, FFANY Charities, The Two Ten Footwear Foundation, and United Worldwide. Locally, we support the United Performing Arts Fund, The Channel 10 Great TV Auction, Fisher House Wisconsin, The American Heart Association, PAVE, and many other local causes.

Wear your way of life

MARK BLUTSTEIN - President & CEO
Mark has worked at Reliable of Milwaukee since 1978, with his first job working in the shipping department. After college, Mark came back to Milwaukee and has held various positions. Growing up in the business and watching his grandfather work hand-in-hand with the employees, made joining the family business an easy decision. Mark will be the first one to credit the thousands of employees who have worked at Reliable of Milwaukee for its success. No matter the challenge, our team rises to the occasion and treats our customers like family. Mark is the proud father of two young men and works hard to make our community a better place to live. He is an advocate for improving our education system, One Child at a Time, and works on several boards and committees to accomplish this task. Mark's sense of giving back to the community, something his mother taught him at an early age, will be a foundation for everything he does in life.

KATHLEEN CAYLOR - EVP of Design
Kathleen came to Reliable of Milwaukee in 2004 with an impressive and versatile background in Fashion Design. Prior to her joining, she worked in various areas of the industry since 1982. With her intent on enhancing a MUK LUKS® legend, Kathleen wove her eclectic and unconventional influences into reinventing the iconic “Original MUK LUKS®” Slipper Sock - a success story that solidified her reputation as a spirited brand builder with an influential and eclectic talent for weaving unique connections between authenticity, individuality and fashion trend. Many of her colleagues, call her the mastermind behind the brands transformation. Whether drawing inspiration from her teenage boys at the dinner table or conceptualizing with her team at the design studio, Kathleen dreams big, keeping her eyes wide open to new possibilities!

JOHN JOHNSON - COO
In 1984, John joined Reliable of Milwaukee right out of college and we have relied on John’s expertise ever since. A true partner in the business, John built a strong collaborative team and has guided the business to impressive levels; in particular, as an invaluable player in the reinvention of the MUK LUKS® brand. Having a knowledgeable understanding, being an innovative product builder and sourcing expert, John links commitment and drive to every aspect of the Muk Luks® brand. When not in the office, John’s favorite past times are spending time with his family or playing a round of golf with his wife.
SOCIAL INFLUENCE

#LoveMUKLUKS

Wear your way of life

follow us @mukluks
ICONIC STYLES

SLIPPER SOX

CABIN SOCK

AMIRA SLIPPER

JEWEL SLIPPER

FELICITY BOOT

NIKKI BOOT

FLIP MITTEN

GWEN BOOT
MUK LUKS® believes that fashion is a way to express yourself, share your personality and tell your story. Our in-house designers ensure every style is given personalized and individual attention. Their travels take them to locations across the globe to find those one-of-a-kind fabrics, trims, prints and patterns that MUK LUKS® is known for.

- Our in-house design team is inspired by what’s happening in everyday life.
- Having our own design team in-house allows MUK LUKS® to partner with your team to build the best assortment for your customer.
- We offer exclusive designs and private label programs for our retailers.
- We are all about creativity and having fun while doing it!
FW18 TRENDS

WOMENS - SNOW DAY
The elegant romance and vintage glamour paired with nordic patterns and classic fairisles exude sophistication. Soft luxurious yarns with delicate textures provide some sparkle and shine to your day.

WOMENS - MARL ME
The richness of jewel toned colors and deep hues, captures the beauty of winter! Texture and depth where combined, illuminate into a bold marled colorful pattern that is playful, fun and adventurous.
FW18 TRENDS

WOMENS - LOVE YOURSELF

Be-you-tiful! Whimsical and empowering, this sparkly-bright group lets you wear your shining personality on the outside, and reminds you to be kind to yourself. Be you. And most of all, to love yourself.

WOMENS - FAIRY DUST

Cotton candy anyone? Sweet, feminine, icy color palette that inspires and gives you the confidence and freedom to be in your own skin. Plush fabrications. Chenille with a soft touch.
The kids slipper boots now match some styles from our womens line! Our fun zoo babies slippers have cute knit patterns, soft furpa lining, and polyester faux fur to keep your little ones cozy and warm.

**FW18 TRENDS**

**WOMENS - COUNTING SHEEP**

Whimsical with a neutral color palette pairs nicely with textured fabrics. Soft lush yarns giving confidence and balance. Pastel hues and bulky textures keep you warm and cozy while sipping hot chocolate by the fire.

**KIDS - ZOO BABIES + SLIPPER BOOTS**

The kids slipper boots now match some styles from our womens line! Our fun zoo babies slippers have cute knit patterns, soft furpa lining, and polyester faux fur to keep your little ones cozy and warm.
FW18 TRENDS

WOMENS - BOOTS + SHOES
Make a statement wearing new styles from our boots & shoes line! These styles come in warm polyester knits, faux suede and leather, water resistant fabrics and fashion forward styles.

MENS - FOOTWEAR + ACCESSORIES
Rich classic textures paired with warm cozy linings will keep your feet warm and happy! Neutral colors, marled patterns along with an indoor/outdoor sole, make this collection easy to wear the entire day.
Thank you for taking the time to get to know us! We are here to answer any questions you may have about MUK LUKS® or share ideas if you would like to collaborate. Let us know and we would be happy to help!

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