By Maddisyn Blue | April 3, 2024

From Try-On to Go-To: How ToughCutie's Hiking Socks Won Over Kaylee Henderson, Buyer Lead for Glacier National Park Stores

ToughCutie socks find success in our national park system

Explore the story behind ToughCutie's partnership with Glacier National Park stores. Learn how the women-owned brand became a hit, with staff and visitors alike embracing their products and inspiring others with their success story.

Meet the Buyer

Kaylee, originally from Illinois, joined the Conservancy in 2022 as the Buyer Lead, inspired by her love for Glacier National Park, which began when her partner proposed there in 2012. After relocating to Montana in 2016 and gaining experience in retail operations around the park, Kaylee felt drawn to contribute to the Conservancy's mission.

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>
> – Kaylee Henderson

What made you want to partner with ToughCutie?

I met Brittany at the Public Land Alliance tradeshow in 2022 and knew immediately I wanted to partner with her. It is nearly impossible to find a brand that specializes in women's hiking socks, and even harder to find one with a woman at its head. But the thing that really cinched the partnership was when I TRIED the socks myself. They are my personal go-to hiking socks now.

How have things gone since bring ToughCutie into your store?

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What are you most excited about when partnering with ToughCutie?

I am happy to be helping a small business grow and get their name out to the larger audience.

Kaylee's Picks

Ladies Merino Wool Hiker Crew

Soft, light Merino wool gives women a leg up with silky fibers that help resist blisters and wick moisture. It's breathable yet insulating and has natural anti-odor properties. We surveyed women to design a technical sock that would support you at every step.

Targeted cushioning under the heel and toe for those extra-long hikes. Compression zones around the arch, ankle, and leg offer support and help the sock stay in place.Mesh panels add extra breathability for hot days on the trail.

Kaylee's picks include our ladies hiker crew in colors Blue Haze, Cherry Pink and Violet.

About Glacier National Park

The Glacier National Park Conservancy is the official non-profit fundraising partner of Glacier National Park. Their mission is to preserve and protect Glacier National Park for future generations.Glacier National Park Conservancy is a 501(c)3. You can find the park store at Belton Train Station 12544 US-2, West Glacier, MT 59936.

Want to carry ToughCutie in your stores? Get in touch!

ToughCutie helped Kaylee and Glacier National Park Conservancy achieve their sales goals and support the Park's mission. If you're interested in placing ToughCutie in your store, get in touch today!

First name*

Last name*

Job title

Email*

Company name*

Website URL*

City

State/Region

Country/Region

Segment

Please Select

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