



Founder of BLACKSOCKS, E-commerce pioneer & Thought leader

## Samy Liechti

Samy Liechti is a Swiss entrepreneur and pioneer in the field of e-commerce. In 1999, he founded the company BLACKSOCKS, the first in the world to offer an online subscription service for black men's socks. He is regarded as a pioneer, inspirer, and visionary, as well as a veteran of digitalization and a master of understanding customer needs. With his innovative business model, he revolutionized the way everyday clothing is purchased and coined the term "Sockscription." Liechti studied business administration at the University of St. Gallen (HSG) and gained experience at renowned marketing agencies before founding BLACKSOCKS. As a speaker,...

### Topics

- Branding
- Consumption / Trade
- Digital Transformation / Digital Disruption
- Innovations
- Online Marketing
- Start Up
- Storytelling

### Languages

- English
- French
- German

### Details & contact information

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