



Hanes Invites Men Everywhere to #VouchForThePouch with New Comfort Flex Fit Men's Boxer Briefs

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Famous faces get social about the innovative boxer brief that provides the ultimate in comfort and support; encourage all men to #VouchForThePouch in new social media campaign

WINSTON-SALEM, N.C.--(BUSINESS WIRE)--Apr. 12, 2018-- Hanes, America's No. 1 underwear maker, is rallying guys across the country to #VouchForThePouch in support of Comfort Flex Fit boxer briefs – its largest underwear launch in four years.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20180412006055/en/>



As part of a new social campaign, the brand is joining forces with food and wine connoisseur [Antoni Porowski](#), athlete and football analyst [Victor Cruz](#), and host and producer [Nev Schulman](#), to share why they are vouching for the support and comfort of the recently introduced premium men's boxer briefs.

Two years in the making, Comfort Flex Fit boxer briefs were developed and designed to offer men the support of a brief with the freedom of a boxer – thanks to a pioneering U-shaped pouch design and soft, breathable fabrics. Combined with an improved waistband and no-ride up legs, these new features create superior comfort and fit to support men where they most need it.

"We want men to be as comfortable talking about their underwear preferences as they are wearing our new Hanes Comfort Flex Fit boxer briefs," said Sidney Falken, chief branding officer for HanesBrands. "Teaming up with some of our most recognizable converts will begin the conversation. Once men try the product, we believe they will not only switch to Comfort Flex Fit boxer briefs, but will also 'vouch for the pouch.'"

Porowski, Cruz and Schulman have taken to Facebook, Instagram and Twitter to talk

"No reason to leave bed when I'm in my @Hanes Comfort Flex Fit Boxer Briefs #ad #VouchforthePouch." - Victor Cruz (Photo: Business Wire)

about the ultimate comfort that Hanes Comfort Flex Fit provides, as well as to encourage men across the country to join the #VouchForThePouch movement.

Hanes is also going online – and on-air – to highlight its latest effort to make the world a more comfortable place. Men can learn more about Comfort Flex Fit and engage about the product on Hanes-owned social channels. Additionally, a recently launched national television commercial features a [kangaroo](#) that showcases the "magic" of the pouch and the inspiration behind Comfort Flex Fit.

In addition to its innovative U-shaped pouch design, Comfort Flex Fit boxer briefs also feature:

- Two premium fabric choices – cotton blend with soft modal and spandex for amazing softness or lightweight, synthetic mesh made with polyester and spandex for superior breathability;
- A contoured, no-gap fly;
- No ride-up legs, hemmed to lay flat and for no show under clothes;
- An ergonomic shaped gusset for expanded support; and
- An Improved wide waistband.

"Comfort Flex Fit boxer briefs offer a lot of value for the money and are already getting high marks from consumers who've tried them," Falken said. "We want all men to know there's simply no need to pay up to \$50 for a great-fitting, premium pair of underwear."

Comfort Flex Fit boxer briefs are available in-store at Macy's, JCPenney, Kohl's, Target and Walmart and online at Hanes.com, Amazon and retailer

websites.

For more information, visit Hanes.com or follow @Hanes #VouchForThePouch.

Hanes

Hanes, America's No. 1 apparel brand, is a leading brand of intimate apparel, underwear, sleepwear, socks and casual apparel. *Hanes* products can be found at leading retailers nationwide and online direct to consumers at www.Hanes.com.

HanesBrands

HanesBrands is a socially responsible leading marketer of everyday basic innerwear and activewear apparel in the Americas, Europe, Australia and Asia-Pacific. The company markets T-shirts, bras, panties, shapewear, underwear, socks, hosiery, and activewear under some of the world's strongest apparel brands, including *Hanes*, *Champion*, *Maidenform*, *DIM*, *Bali*, *Playtex*, *Bonds*, *JMS/Just My Size*, *Nur Die/Nur Der*, *L'eggs*, *Lovable*, *Wonderbra*, *Berlei*, *Alternative*, *Bras N Things* and *Gear for Sports*. More information about the company and its award-winning corporate social responsibility initiatives may be found at <http://www.hanes.com/corporate>. Connect with HanesBrands via social media on Twitter ([@HanesBrands](https://twitter.com/HanesBrands)) and Facebook (<http://www.facebook.com/hanesbrandsinc>).

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