



Hanes Hosiery and Maidenform Shapewear and Hosiery Kick Off Fall Season at College Fashion Week

September 22, 2016

Brands partner with Her Campus as exclusive hosiery and shapewear sponsors

WINSTON-SALEM, N.C.--(BUSINESS WIRE)--Sep. 22, 2016-- *Hanes Hosiery* and *Maidenform* shapewear and hosiery have announced the brands' sponsorship of College Fashion Week 2016 presented by Her Campus. Through this new partnership, *Hanes* and *Maidenform* will supply collegiate runway models with fall styles to seamlessly complete each look.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160922005230/en/>



Runway shows will take place in four key markets across the United States, kicking off in Boston and traveling to New York, Chicago and Los Angeles. *Hanes Hosiery* and *Maidenform* shapewear and hosiery will showcase fall 2016 collections at interactive booths during each event and provide samples to college students in the four cities.

Products on display will include the new *Hanes Hosiery* Cool Comfort with a wicking benefit in the panty and leg, which has high purchase interest among college-age students according to recent HanesBrands consumer insights research, and *Maidenform* Sleek Smoothers, which create a seamless silhouette under the perfect interview outfit.

"This multi-branded sponsorship allows *Hanes Hosiery* and *Maidenform* shapewear and hosiery to engage with more than 3,000 consumers – on the runway and through in-person sampling opportunities," says Tricia Bouras, vice president/general manager of shapewear and hosiery at HanesBrands. "We're also excited to have *InStyle* and *StyleWatch* on board as media sponsors, providing both print and online support that will boost exposure to an additional 15 million consumers.

"The Her Campus audience is right on target for both the *Hanes Hosiery* and *Maidenform* brands to engage the millennial customer," Bouras continues. "*Hanes Hosiery* and *Maidenform* are focused on inspiring college women to feel confident and look their best as they begin careers, and we're thrilled to partner with Her Campus to celebrate college women across the country."

In addition to the Cool Comfort fabric, *Hanes*

Maidenform shapewear and hosiery will showcase fall 2016 collections at College Fashion Week. (Photo: Business Wire)

Hosiery will also debut Comfort Flex wide waistband on Seasonless tights with X-Temp technology, which ensures all-day comfort. New fashion styles include shimmering Lurex tights, Mod Geo, Chevron and Dot tights, each with unique colors and patterns that stand out in a crowd.

"*Hanes Hosiery* provides classic and feminine options, as well as fun fashion styles to perfectly suit every college woman's interests and needs," Bouras notes. "From job interviews to nights out on the town, *Hanes Hosiery* offers exactly what everyone looks for in legwear without sacrificing style for comfort."

Other *Maidenform* shapewear products on hand will include Bodybriefers, Waistsnippers, Hi-Waist Boyshorts, Fat Free Dressing Camisoles and Sleek Smoother Tanks, all of which will featured on the runway during College Fashion Week. The brand will also bring Sexy Shaping Hosiery, which include a design accent and now includes X-Temp technology that adapts to body temperature.

"The Maidenform brand exudes confidence, energy and spontaneity, and the Maidenform woman has a vivacious spirit, a clever wit and a captivating charm," Bouras explains. "The brand is a perfect fit – from the workplace to formal events."

The *Hanes Hosiery* and *Maidenform* fall collections are available at Macy's stores nationwide and online at [One Hanes Place](#). X-Temp tights are \$19.50 MSRP or 2/\$30; fashion tights start at \$12 MSRP; Cool Comfort fabric styles start at \$10 MSRP. *Maidenform* hosiery styles retail for \$20 MSRP. *Maidenform* shapewear styles range from \$36-\$66 MSRP.

For additional information on *Hanes Hosiery*, please visit: [One Hanes Place](#); Facebook: [Hanes Hosiery](#); Instagram and Twitter: [@HanesHosiery](#).

For additional information on *Maidenform* hosiery and shapewear, please visit: [One Hanes Place](#); Facebook: [Maidenform](#); Instagram and Twitter: [@Maidenform](#).

About Hanes Hosiery

Hanes Hosiery is the leading brand of women's hosiery that transforms your day, making you feel more confident, special and looking your best. With its innovative design and superior fit, *Hanes Hosiery* offers the best in comfort and flattering appearance. *Hanes Hosiery* lines include the popular *Silk Reflections*, *Absolutely Ultra Sheer*, *Alive*, *Smooth Illusions*, and *Hanes Plus*. *Hanes Hosiery* is part of HanesBrands Inc. (NYSE: HBI). *Cool Comfort*, *Comfort Flex*, *X-Temp* and *Seasonless* are registered trademarks. For additional information, visit [www.onehanesplace.com](#)

About Maidenform

An intimate-apparel leader since 1922, *Maidenform* offers comfortable, stylish and innovative bras, panties, shapewear and hosiery to women with an active lifestyle, a sense of style and an appreciation for the way they look. Maidenform products may be found in leading department stores, national chain stores and direct-to-consumer online and via outlet stores. Maidenform is part of HanesBrands (NYSE: HBI). *Sleek Smoothers* and *X-Temp* are registered trademarks. For additional information, visit [www.maidenform.com](#).

About Her Campus

Her Campus Media (HerCampus.com) is the #1 global community for college women with a monthly multi-platform reach of more than 20 million users. HerCampus.com features national content on Fashion, Beauty, Life, Love, Career, Health, News, Entertainment, DIY, LGBTQ+, High School, and Real World, supplemented by local content from 300+ campus chapters nationwide and in nine countries. In addition, Her Campus offers an email newsletter, Her Campus Blogger Network, High School Ambassador Program, Her Conference, College Fashion Week®, Her Campus Tour, Her Campus Shop, and even more products, programming and tools to fulfill its mission of serving college women across every platform.

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