



Second Annual National Legwear Day Kicks off Fall Season with Style

September 18, 2018

HanesBrands Encourages Legwear Lovers to Showcase Personal Style with their Favorite Sheers, Tights, Leggings, Anklets or Socks on Sept. 22

WINSTON-SALEM, N.C.--(BUSINESS WIRE)--Sep. 18, 2018-- *Hanes Hosiery*, the No. 1 seller of women's sheer hosiery in the United States, wants everyone to take their style to new "tights" on Sept. 22 during the second annual National Legwear Day.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20180918005816/en/>



Hanes Hosiery is part of HanesBrands, a leading global manufacturer of legwear. The company founded and launched National Legwear Day, officially sanctioned by the [National Day Calendar](#), in 2017 to celebrate one of the season's top fashion staples.

Legwear – from tights to socks – is a versatile fall favorite and an affordable accessory that can instantly add personality and polish to any outfit for both women and men, according to Cathleen Moxham, HanesBrands' director of legwear design and merchandising.

"Stylish black tights or a pop of bright color from socks can make anyone feel 'put together' and more confident," Moxham said. "Likewise, a fun fishnet or dramatic pattern on socks can remix an outfit and change your perspective. We hope everyone will challenge themselves to try a new legwear style, color or pattern on National Legwear Day."

Hanes Hosiery is encouraging everyone to join the celebration by snapping a selfie of new or favorite looks incorporating legwear and posting it on social media with the hashtags #NationalLegwearDay and #MyStyleKick.

Legwear lovers can also take advantage of special National Legwear Day savings at:

- [OneHanesPlace](#), [Hanes](#) and [JustMySize](#): Buy one pair of hosiery or tights, get one free;
- [Target](#): 15 percent off *L'eggs* and *Hanes* hosiery via Cartwheel from Sept. 19-22; and,
- [Macy's.com](#): Buy three packages of *Hanes* hosiery or tights, get one free Sept. 21-22.

Legwear continues to be a fashion essential in the majority of women's closets, according to HanesBrands market research. A recent survey found that 84 percent of women own leggings, 65 percent own tights and 61 percent own sheer tights or pantyhose.

Hanes Hosiery

Hanes Hosiery, the No. 1 seller of women's sheer hosiery in the United States, is sold at major retailers nationwide. The *Hanes Hosiery* assortment includes sheers, thigh highs, tights, leggings, trouser socks and foot covers. With its innovative design and superior fit, *Hanes Hosiery* has a long history of offering the best in comfort and a flattering appearance. *Hanes Hosiery* lines include *Silk Reflections*, *Absolutely Ultra Sheer*, *Alive*, *PowerShapers*, *Hanes Plus*, *Perfect Nudes*, *Perfect Tights*, and *Hanes Curves*. For additional information, visit www.HanesHosiery.com and connect with Hanes Hosiery on Twitter (@HanesHosiery) and Facebook (www.facebook.com/haneshosiery).

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*, *Gear for Sports*, and *Bras N Things*. More information about the company and its award-winning corporate social

responsibility initiatives may be found at www.Hanes.com/corporate. Visit our newsroom at <https://newsroom.hanesbrands.com/>. Connect with HanesBrands via social media on Twitter ([@HanesBrands](https://twitter.com/HanesBrands)) and Facebook (www.facebook.com/hanesbrandsinc).

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Source: HanesBrands

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