



Goodbye Growing Pains: Hanes' New Babywear Delivers Comfort and Innovation for Baby, Convenience and Savings for Parents

March 12, 2019

Hanes takes a fresh look at the \$11 billion U.S. babywear category, launches Ultimate Baby line exclusively in Amazon's online and mobile stores

Flexy and Zippin collections designed to grow with babies, differentiated by four simple sizes

WINSTON-SALEM, N.C.--(BUSINESS WIRE)--Mar. 12, 2019-- *Hanes*, America's No. 1 apparel brand, is bringing its trademark level of comfort and innovation to the newest and smallest members of our country's families.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20190312005546/en/>



Hanes Ultimate Baby line's Flexy and Zippin collections offer adjustable cuffs, enhanced flexible fabrics, expandable necks and protective zip covers that provide comfort for baby and ease for parents. Because tops, bottoms, onesies, hoodies, polos and other offerings are designed to grow with babies through their first 24 months, four sizes (0-6, 6-12, 12-18, 18-24 months) – versus the industry standard six sizes – make outfitting simpler and more affordable.

"Hanes has provided reliable comfort for the rest of the family for more than 100 years," said Nadine Hall, president of basics for HanesBrands. "Now, the No. 1 brand of kids' underwear, men's underwear and socks is bringing that same great *Hanes* comfort to a new generation by offering innovative clothing options that are designed to last longer and meet the needs of growing babies."

On average, babies grow more than 10 inches and triple in weight during the first year. So it is not surprising that HanesBrands' consumer research found that 90 percent of parents have clothing their babies have never worn. Among the top reasons cited for this were babies outgrew the clothes (76 percent) and the clothing was too difficult to get on or made it hard to change babies (52 percent).

Eighty-eight percent of parents also indicated they bought or received an article of clothing the baby wore only once, and parents have an average of eight outfits that fall into the "one and done" category.

The *Hanes Ultimate Baby* line was developed using HanesBrands' Innovate to Elevate process, and offers 60 styles of babywear, in knits and fleece, including bodysuits, hoodies, crews, polos, joggers, socks and diaper covers.

The Flexy collection offers reinforced snaps on bodysuits and flexible ribbed fabric that moves and "grows" with the baby. The Zippin collection offers knit pants that zip along the entire pant seam for quick access to diapers and to keep outfit changes tug-free. A delicate pocket allows zippers to be safely tucked away from curious little hands and a fabric-backed finish prevents sensitive skin from being irritated. Both collections feature adjustable arm and leg cuffs and super-soft, four-way stretch fabric that provides flexibility and comfort to babies as they begin to cuddle, crawl and walk.

Flexy and Zippin products, available exclusively in Amazon's online and mobile stores, can be mixed and matched for any occasion from sleep to play and can be purchased in two-piece sets starting at \$9.99 or in pre-bundled assortments, including a Flexy 17-piece Cool Weather Essential set for \$74.99 and a 17-piece Warm Weather Essentials set for \$69.99.

For more information on the *Hanes Ultimate Baby* line, visit www.amazon.com/hanesbaby.

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 (NYSE: HBI) 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*, *Bonds*, *Maidenform*, *DIM*, *Bali*, *Playtex*, *Bras N Things*, *Nur Die/Nur Der*, *Alternative*, *Leggs*, *JMS/Just My Size*, *Lovable*, *Wonderbra*, *Berlei*, and *Gear for Sports*. 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 the company via social media: Twitter ([@hanesbrands](https://twitter.com/hanesbrands)), Facebook (www.facebook.com/hanesbrandsinc), Instagram ([@hanesbrands_careers](https://www.instagram.com/hanesbrands_careers)), and LinkedIn ([@Hanesbrandsinc](https://www.linkedin.com/company/hanesbrandsinc)).

View source version on businesswire.com: <https://www.businesswire.com/news/home/20190312005546/en/>

Source: HanesBrands

Carole Crosslin
HanesBrands
(336) 671-3704

Mike Wilmering
O'Malley Hansen Communications
(314) 721-8121