

HANES Brands Inc

Hanes Encourages Men To Love The Skin They're In With New 'Every Bod' Campaign

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Brand Promotes Body Positivity, Linking Self-Comfort With Self-Confidence

WINSTON-SALEM, N.C.--(BUSINESS WIRE)--Aug. 7, 2019-- *Hanes* is making the world a more comfortable place for every body.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20190807005526/en/>



The brand has launched its new "Every Bod" campaign featuring men of all types – from gym-sculpted to sofa surfers – all happy in their *Hanes* Comfort FlexFit boxer briefs in a range of new colors and celebrating who they are. Created in partnership with The Martin Agency, the campaign will run both 15- and 30-second spots across specific network and cable channels, online video and is supported by Facebook and Instagram content. To view the spots, visit: <https://youtu.be/ONhS1drv0lg>.

"Celebrating inclusivity and authenticity, the campaign demonstrates how *Hanes* holds true to its promise to provide comfortable essentials that help people look and feel their best every day," said Sidney Falken, chief branding officer for HanesBrands.

Hanes is making the world a more comfortable place for every body. The brand's new "Every Bod" campaign featuring men of all types – from gym-sculpted to sofa surfers – all happy in their Hanes Comfort FlexFit boxer briefs in a range of new colors. (Photo: Business Wire)

According to John Szalay, associate creative director at The Martin Agency, there was only one way to best convey this message. "We felt that music was the best way to bring this idea to life because if you feel confident enough to sing in your underwear in random places, you've got to truly be comfortable with yourself," Szalay said. "We landed on an idea that establishes a fresh, new voice for *Hanes* that also feels big and thoughtful with a hint of fun."

As part of *Hanes'* overall mission, "Comfort for All," the iconic apparel brand is addressing the culturally driven body anxiety often associated with women but also faced by men. The Every Bod campaign focuses on helping men feel comfortable – both inside and out.

"Society continues to perpetuate unrealistic expectations that impact how all of us, including men, feel about the way we look," Falken said. "Every Bod reminds men that being comfortable with themselves will also make them confident. We are proud of our new campaign, and we truly feel that every bod is happy in *Hanes*."

Hanes

Hanes, part of HanesBrands (NYSE: HBI) and 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.

The Martin Agency

When Jimmy Kimmel, Ellen DeGeneres and Stephen Colbert spontaneously start talking about our clients; when our clients become a *Jeopardy!* clue and a *Wheel of Fortune* reveal; when *SNL* parodies our creative campaigns — we consider it both a good day and all in a day's work. And maybe a Hump Day, too. For us, buzz is a business metric. We've created steady buzz around GEICO, OREO, UPS and Buffalo Wild Wings, to name a few. Our goal: fight invisibility, in everything we do. www.martinagency.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 sells its products under some of the world's strongest apparel brands, including *Hanes*, *Champion*, *Bonds*, *Maidenform*, *DIM*, *Bali*, *Playtex*, *Bras NThings*, *Nur Die/Nur Der*, *Alternative*, *L'eggs*, *JMS/Just My Size*, *Lovable*, *Wonderbra*, *Berlei*, and *Gear for Sports*. The company sells T-shirts, bras, panties, shapewear, underwear, socks, hosiery, and activewear produced in the company's low-cost global supply chain. A Fortune 500 company and member of the S&P 500 stock index (NYSE: HBI), Hanes has approximately 68,000 employees in more than 40 countries. For more information, visit the company's corporate website at www.Hanes.com/corporate and 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)).

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Source: Hanes

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