



HanesBrands Extends Successful DreamWire Bra Innovation to Bali Brand to Address Consumers' Top Bra Complaints

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New Bali DreamWire collection offers no poke, no dig comfort with more coverage for full-figure women

The offering from Bali, the leading national brand in mid-tier and department stores, builds on the success of Hanes DreamWire T-shirt bra and Maidenform DreamWire push-up bra

WINSTON-SALEM, N.C.--(BUSINESS WIRE)--Feb. 6, 2020-- HanesBrands is adding its successful DreamWire bra innovation into its third brand with the launch of *Bali One Smooth U DreamWire* collection that features no poke, no dig bra comfort.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20200206005645/en/>



The introduction of the *Bali One Smooth U DreamWire* collection provides more coverage for full-figured women and uses DreamWire's encased and cushioned underwire that lies flat against the body to provide comfortable support.

"Two of the top consumer bra complaints are related to the discomfort caused by traditional underwire bras," said Maria Teza, HanesBrands' vice president and general manager for bras, including *Bali* intimate apparel. "We listened, and by expanding the DreamWire technology to *Bali*, we're providing our full-figured consumers with an alternative that offers comfort without sacrificing support. DreamWire comfort has been very popular with our *Hanes* T-shirt bras and *Maidenform* pushup bras."

The *Bali One Smooth U DreamWire* bras, which are now arriving at major retailers,

The new Bali DreamWire collection offers "no poke, no dig comfort" with more coverage for full-figure women. The offering from Bali, the leading national brand in mid-tier and department stores, builds on the success of Hanes DreamWire T-shirt bra and Maidenform DreamWire push-up bra. (Photo: Business Wire)

offer sizes up to 42DD. The addition of the company's smooth, silky fabric and fully adjustable stretch straps designed to stay in place provide a clean sculpted look to fit each woman's unique body and eliminate ride-up.

Other benefits include a stitch-free neckline, all-around smoothing and support, and touches of lace detail at the center front and back for a feminine feel. The bras are offered in four basic colors – white, nude, black and gloss (lavender) – and two fashion colors – blue whimsy and blackberry jam.

Since HanesBrands introduced the DreamWire technology in its *Hanes* and *Maidenform* brands in 2019, consumers have responded positively.

Within the first six months of launch in June 2019, *Hanes' No Poke No Pinch DreamWire* T-shirt bra became one of the top-10 best-selling styles within the brand's bra assortment. The *Maidenform Love the Lift DreamWire Push-Up* bra become one of the brand's top-10 styles within the first few weeks after launching in the fall of 2019.

"Building on the success of *Hanes* and *Maidenform*, *Bali's* line extension continues to deliver on the company's Innovate to Elevate strategy by providing intimate apparel that caters to the specific needs of all women," Teza said. "We are excited to provide solution-driven technologies with styles made to create the perfect combination of versatility, support and comfort."

HanesBrands differentiates fit, feel and fabric features across brands to cater to a wide range of consumers. The company's innovation strategy leverages the capabilities of its large-scale global supply chain and brand strength to offer enhanced products at an accessible price.

Bali One Smooth U DreamWire, which retails for \$44, is available nationwide in Kohl's, Macy's, JC Penney and other department stores, as well as online at OneHanesPlace and Amazon.

Bali

Bali, America's No. 1 national bra brand in the mid-tier and department store channel, is a leading brand of bras, panties and shapewear. Bali products can be found at leading retailers nationwide and direct to consumers at www.onehanesplace.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*, *L'eggs*, *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](https://www.instagram.com/hanesbrands)), and LinkedIn ([@Hanesbrandsinc](https://www.linkedin.com/company/hanesbrandsinc)).

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Carole Crosslin: (336) 671-3704 (cell) or carole.crosslin@hanes.com