

HANES Brands Inc

Champion® Athleticwear Gives Women the Confidence to Play By Their Own Rules with New “Get it Girl” Sportswear Campaign

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Champion Taps Grammy Nominated Artist Saweetie to Reveal the “Champion Circle” of Female Collegiate Athletes and Stylish New Fits in the Brand’s Return to TV

WINSTON SALEM, N.C.--(BUSINESS WIRE)--Mar. 16, 2022-- *Champion* Athleticwear, makers of authentic athletic apparel since 1919, sees women – in high school, college or beyond – as a cause for celebration, not a cause. The brand that created the world’s first sports bra is changing the game, revealing Saweetie as the brand’s first-ever Global Culture Consultant. *Champion* is also unveiling a new swag(her)-filled campaign titled “[Get it Girl](#)” that spotlights stylish solutions that female athletes can feel comfortable in, both on and off the field.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20220316005115/en/>



Champion® Athleticwear Unveils Saweetie as Global Culture Consultant and Introduces the Inaugural “Champion Circle” of Collegiate Athletes in New “Get it Girl” Campaign. (Photo: Business Wire)

Hannah Lux Davis, and famed photographer, Leeor Wild.

“We’re proud to name Saweetie as our first-ever Global Culture Consultant to help empower women to be their own Champion,” said John Shumate, Vice President of Global Marketing, *Champion*. “Saweetie is an inspiration for self-expression and with her “*Get It Girl*” anthem, we want to unite all women with *Champion* athleticwear solutions designed for every body, every shape and every workout.”

Champion works daily to empower women and raise the bar for comfort and style, giving women the confidence to play by their own rules. *Champion’s* collection of trusted sports bras and leggings are created with a deep understanding of women’s bodies in motion. This translates to innovative products that allow athletes to do more.

“My relationship with *Champion* runs deep, as an athlete and lover of streetwear,” said Saweetie. “It’s been a go-to brand since high school! This campaign and partnership hit me on a personal level and I couldn’t be prouder to help all my sporty-icy girls out there feel empowered with self-love and confidence. When you feel good wearing *Champion*, the sky’s the limit.”

The “Champion Circle”

The athletes that make up the inaugural “*Champion Circle*” represent colleges and universities from across the country and play a variety of sports ranging from basketball to cheer to track and field.

- Maya Brady: Junior - University of California, LA, Softball
- Alissa Pili: Junior - University of Southern California, Basketball
- Helena Sampaio: Freshman - University of Southern California, Soccer
- Logan Eggleston: Senior - University of Texas, Volleyball
- Nyla Jones: Senior - North Carolina A&T, Cheerleading
- Natalie Chou: Graduate - University of California, LA, Basketball
- Morgan Lewis: Senior - Ohio State University, Track & Field
- Ziyah Holman: Sophomore - University of Michigan, Track & Field
- Sophia Hartwell: Sophomore - University of California, LA, Track & Field
- Norah Flatley: Senior - University of California, LA, Gymnastics
- Destiny Martin: Sophomore - Winston Salem State University, Cheer
- Anna McClure: Freshman - Ohio State, Volleyball

Research reveals that a quarter of women don’t feel comfortable in their own skin ¹. *Champion* and Saweetie are teaming up to change that. They are giving women the stage they deserve by spotlighting the “*Champion Circle*,” a group of 12 diverse, female collegiate athletes and giving them the “*Get it Girl*” confidence to play by their own rules and look good doing it. Each member of the “*Champion Circle*” featured in the new campaign was outfitted in gear that highlights their unique flair, swagger and skill, while showcasing the latest *Champion* collections, including [Soft Touch Sports Bras & Leggings](#). *Champion* also used a female-led production team, spearheaded by renowned Director,

Each member of the “*Champion Circle*” featured in the “*Get It Girl*” campaign will receive a two year Name, Image and Likeness (NIL) investment as official brand ambassadors. *Champion* is also offering these young athletes access to mentors, helping develop their professional career interests within the areas of sports, entertainment, media and marketing.

To learn more about the SwagHER featured in the campaign, please visit www.champion.com.

ABOUT CHAMPION® ATHLETICWEAR:

Since 1919, *Champion* has offered a full line of innovative athletic apparel for men and women, including activewear, sweats, tees, sports bras, team uniforms, footwear and accessories. *Champion* uses innovative design and state-of-the-art product testing to ensure uncompromised quality and innovative apparel for consumers and believes that *Champions* are defined by how they carry themselves in sports and beyond. *Champion* apparel can be purchased at department stores, sporting goods, specialty retailers, and at Champion.com. For more information, visit us at Facebook.com/Champion, follow us on Twitter @Championusa or on Instagram @Champion. *Champion* is a brand of HanesBrands (NYSE:HBI).

ABOUT SAWEETIE:

Flaunting nineties rhyme reverence, fashion-forward fire, and endless charisma, Saweetie—born Diamonté Harper—can go bar-for-bar with the best of ‘em, and fans and critics immediately recognized and responded to that. Within six months, she cracked 100 million cumulative streams, garnered a gold plaque, and earned the praise of *Billboard*, *The FADER*, and *Noisey* as *Los Angeles Times* pegged her as “one to watch.” Drawing on a passion for poetry and numerous years of rapping in the car, she turned her love for words into vivid verses during 2018 on the *High Maintenance* EP with her smash hit “ICY GRL” earning an RIAA platinum certification. 2019 saw the release of Saweetie’s *ICY* EP, spawning double-platinum viral sensation “My Type” as well as a 2020 BET Awards nomination for “Best Female Hip Hop Artist.” As a businesswoman, Saweetie, an alumna of USC, launched her sold-out ICY jewelry line and partnered with PrettyLittleThing for a 50-piece capsule collection. Meanwhile, everyone from Gwen Stefani to David Guetta, Dua Lipa to Wiz Khalifa, and Mulatto to G-Eazy has enlisted her for guest spots. Saweetie dominates the charts and commands social media with more than 13 million Instagram followers, a 2022 Game Changer Billboard Award, and brand partnerships with Quay, Revlon, and more. A true fashionista, she has graced the cover of *Cosmopolitan*, *Maxim*, *Elite Daily*, and *Wonderland*, in addition to appearing in *C.R. Fashion Book*, *Variety*, *Interview*, *Fast Company*, *Vogue*, and *Harper’s Bazaar*.

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[1] <https://docs.google.com/document/d/1RxfA0pPYQyu8OHAfY9pgNUyaYcvFasUfc0S9XfeJqIM/edit>

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