



HanesBrands Names Vanessa LeFebvre President of Global Activewear

May 5, 2022

WINSTON-SALEM, N.C.--(BUSINESS WIRE)--May 5, 2022-- HanesBrands (NYSE: HBI), a global leader in iconic apparel brands, today announced that Vanessa LeFebvre has been named president of global activewear.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20220505005040/en/>



HanesBrands names Vanessa LeFebvre President, Global Activewear
(Photo: Business Wire)

In this role, LeFebvre will drive growth in the global *Champion* brand with a focus on innovation, key markets and new channels.

"I'm thrilled to add Vanessa to our outstanding leadership team as we continue to execute our Full Potential plan," said Steve Bratspies, CEO of HanesBrands. "Vanessa's extensive experience, leadership, energy and tenacious desire to win will enable us to build on *Champion's* strong momentum and drive long-term global growth."

LeFebvre has an extensive background in the activewear category, merchandising, e-commerce and retail. She joins HanesBrands from Adidas, where she was senior vice president, commercial, North America, with responsibility for e-commerce, retail stores and wholesale. At Adidas, LeFebvre was responsible for delivering significant growth and profit improvement in North America.

Prior to joining Adidas in 2019, LeFebvre served as President of Lord and Taylor. Earlier in her career, LeFebvre held senior leadership positions and merchandising roles at Stitch Fix, Macy's, Daffy's and T.J. Maxx.

"This is an exciting time to join HanesBrands," said LeFebvre. "The company has iconic brands and a passionate team. I look forward to helping consumers around the world 'Be Your Own *Champion*' as we take the company's activewear business to the next level."

HanesBrands

HanesBrands (NYSE: HBI) makes everyday apparel that is known and loved by consumers around the world for comfort, quality and value. Among the company's iconic brands are *Hanes*, the leading basic apparel brand in the United States; *Champion*, an innovator at the intersection of lifestyle and athletic apparel; and *Bonds*, which is setting new standards for design and sustainability. HBI employs 59,000 associates in 33 countries and has built a strong reputation for workplace quality and ethical business practices. The company, a longtime leader in sustainability, has set aggressive 2030 goals to improve the lives of people, protect the planet and produce sustainable products. HBI is building on its unmatched strengths to unlock its #FullPotential and deliver long-term growth that benefits all of its stakeholders.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20220505005040/en/): <https://www.businesswire.com/news/home/20220505005040/en/>

News Media, contact: Kirk Saville (336) 519-6192

Analysts and Investors, contact: T.C. Robillard (336) 519-2115

Source: HanesBrands