

# HANES Brands Inc

## HanesBrands Announces Long-Term Primary Apparel Partnership with the University of Southern California

June 23, 2022

*The global apparel manufacturer will expand USC's retail footprint and create enhanced retail presentations with new 10-year agreement.*

WINSTON-SALEM, N.C.--(BUSINESS WIRE)--Jun. 23, 2022-- HanesBrands (HBI), the world's largest supplier of collegiate fan apparel, today announced a new primary apparel partnership with the University of Southern California (USC). The 10-year agreement gives HBI exclusive rights in the mass and mid-tier retail channels to develop consumer-driven collections of fan apparel that will expand the University's retail footprint.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20220623005262/en/>



HanesBrands Announces Long-Term Primary Apparel Partnership with the University of Southern California (Photo: Business Wire)

long-term growth that benefits all of its stakeholders.

### About the University of Southern California

The University of Southern California is one of the world's leading private research universities. An anchor institution in Los Angeles, a global center for arts, technology and international business, USC's diverse curricular offerings provide extensive opportunities for interdisciplinary study and collaboration with leading researchers in highly advanced learning environments. USC Athletics competes in 21 NCAA Division I sports with a storied history of success that includes 133 national championships and more Olympians, medalists and gold medalists than any U.S. university. [www.usc.edu](http://www.usc.edu), [www.usctrojans.com](http://www.usctrojans.com).

The agreement is in addition to USC's existing relationship with Nike, which is the official outfitter of the 21 varsity Trojan sports and provider of fan merchandise.

HBI, which owns the iconic *Champion* and *Hanes* brands, as well as the eco-forward *Alternative Apparel* brand, will design, manufacture and distribute an expansive collection of men's, women's, unisex, youth, infant and toddler fan apparel. HBI will create special activations and enhanced retail presentations beginning in January 2023. The company brings in-house design expertise, manufacturing proficiency and a commitment to responsible, transparent manufacturing with a focus on people, planet and product.

"USC has a proud heritage, and we're thrilled to support the school in supplying fan apparel that consumers will love," said John Fryer, HanesBrands President of Licensed Sports Apparel. "Our iconic brands and unmatched products resonate with consumers around the world and will help enhance fan engagement for USC."

USC joins the University of Texas, The Ohio State University, University of North Carolina, University of Georgia, Villanova, University of South Carolina, and University of Cincinnati as primary apparel partners with HBI.

"We are excited to enter into a long-term partnership with HanesBrands. Their collection of iconic brands, retail success, and commitment to sustainability and responsible sourcing makes them a great fit for USC," said Matt Curran, USC Director of Trademarks and Licensing. "We're confident in HanesBrands' ability to service our growing market of fans, alumni, and students with quality apparel offerings."

### About 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 and *Champion*, an innovator at the intersection of lifestyle and athletic apparel, along with fan favorites *Alternative* and *Gear for Sports*. 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

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