



## HanesBrands Names Lorenzo Moretti President of Champion Europe

March 16, 2023

WINSTON-SALEM, N.C.--(BUSINESS WIRE)--Mar. 16, 2023-- HanesBrands (NYSE: HBI), a global leader in iconic apparel brands, today announced that Lorenzo Moretti has been named president of *Champion* Europe.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20230316005292/en/>



In this role, Moretti will drive growth in the *Champion* brand across Europe, with a focus on continuing to elevate the business by delivering innovative products and building brand desire. He will lead the *Champion* Europe direct-to-consumer business and build the company's strong position in wholesale channels. Moretti will join HanesBrands in July and will be based in Carpi, Italy.

"Delivering profitable growth in Europe is crucial to unlocking our Full Potential, and I'm thrilled to add a leader with Lorenzo's deep experience in activewear and retail to our global *Champion* team," said Vanessa LeFebvre, president, Global Activewear. "Lorenzo has a long history of leading high-performing teams and building consumer-led product and marketing strategies. I look forward to working with him as we inspire consumers around the world to determine, 'what do you *Champion*?'"

Moretti brings extensive experience in the activewear category, consumer goods, marketing, e-commerce and retail. He joins HanesBrands from Dr. Martens – Airwair International Ltd, where he was EMEA president, delivering significant revenue and earnings growth while expanding in new and existing markets. Moretti led the overhaul of the company's product and marketing strategy with a focus on the consumer.

Prior to joining Dr. Martens in 2020, Moretti served as chief executive officer at Office Holdings, Ltd, the U.K.-based fashion retailer. Earlier in his career, Moretti held senior leadership positions at Nike, where he was responsible for the company's European football strategy and development and the company's European direct-to-consumer business. Moretti also held senior leadership positions at Gap and Tesco.

HanesBrands Names Lorenzo Moretti President of Champion Europe (Photo: Business Wire)

said. "I look forward to working with the passionate *Champion* Europe team as we take the brand 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 51,000 associates in 32 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.

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