

HANES Brands Inc

Say Hello to M! Maidenform Launches New M Collection, Intimates That Are Yummy, Comfortable, and Hot All Over

October 16, 2023

Innerwear meets outerwear for a new generation

WINSTON-SALEM, N.C.--(BUSINESS WIRE)--Oct. 16, 2023-- *Maidenform*, America's No. 1 shapewear brand, is launching a new line of modern intimates named M, designed to be deliciously comfortable and appeal to young-minded consumers who want superior fashion without any compromises. *Maidenform M* is taking craveable comfort to the next level with a buttery soft assortment of body basics (that are anything but basic) including bodywear, bras, and underwear.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20231016183398/en/>



Maidenform, America's No. 1 shapewear brand, is launching a new line of modern intimates named M, designed to be deliciously comfortable and appeal to young-minded consumers who want superior fashion without any compromises. (Photo: Business Wire)

Maidenform is owned by HanesBrands. For more information, visit www.maidenform.com.

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, launched 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

"*Maidenform* wrote the book on bras with rich history and unmatched expertise in intimate apparel design. We are unveiling the next exciting chapter in *Maidenform's* story - introducing *M*," said Sandra Moore, VP Brand Marketing, Innerwear, HanesBrands. "Throughout its iconic history, *Maidenform* has listened to its consumers by innovating and designing products that are loved by generations. *M* continues this tradition, serving up a major dose of style, confidence, empowerment, and unparalleled comfort."

M brings modern cuts and colors to innerwear essentials that can also be worn as outerwear, touting a wide assortment of smoothing bodywear and seamless basics in a sleek and buttery soft fabric. The collection includes 19 styles across underwear, bras, and bodywear in neutrals and bold fashion colors, ranging in price from \$5.50 - \$42 and in sizes S - 3X.

Key *Maidenform M* features include:

- Reimagined, sexy basics that make a statement
- Unparalleled comfort with buttery-soft fabrics
- Innerwear designed to be flaunted as outerwear
- A range of irresistible colors to suit your every mood like Popsicle Pink, Vega Violet, Urchin Teal and Evening Blush
- Stretchy, flexible fit to flatter her curves
- Jaw-dropping portfolio with prices that say *yummy*

Maidenform has ramped up the consumer's shopping experience with a refreshed website using powerful, innovative technology that delivers a fast and efficient way to shop. The latest styles are available on the brand's [website](http://www.maidenform.com) today. *M* can also be found at major retailers and directly to consumers through retailer websites and in owned stores.

Maidenform

For fashion-forward women who see every layer of clothing as a form of expression, *Maidenform* is the go-to intimates brand offering a powerful portfolio of modern styles, backed by an unparalleled history of innovation. *Maidenform* is committed to empowering women to show the world who they really are - one cute bra, underwear, shapewear at a time.

#FullPotential and deliver long-term growth that benefits all of its stakeholders.

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