



Champion® Athleticwear, Inventor of the Hoodie, Unveils New Innovative Weighted Hoodie Prototype to Champion Mental Health

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Developed in collaboration with Thera®, and tested with leading mental health experts, the Champion® Weighted Hoodie is launching in stores and online this September

WINSTON SALEM, N.C.--(BUSINESS WIRE)--May 22, 2024-- Today, *Champion®*, makers of authentic athletic apparel since 1919, revealed its newest product innovation prototype designed to champion mental health: the *Champion Weighted Hoodie*. *Champion* has a strong track record of innovation, from inventing the world's first hoodie over 80 years ago, to manufacturing the first sports bra, and now championing wearable weighted products and adaptive apparel.

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Today, *Champion®*, makers of authentic athletic apparel since 1919, revealed its newest product innovation prototype designed to champion mental health: the *Champion Weighted Hoodie*. *Champion* has a strong track record of innovation, from inventing the world's first hoodie over 80 years ago, to manufacturing the first sports bra, and now championing wearable weighted products and adaptive apparel. (Photo: Business Wire)

products with purpose that catalyze real impact. We are committed to listening to what our consumers and communities want and creating solutions through our products. The *Weighted Hoodie* is a perfect example of that, as mental health concerns and daily life stress is a consistent throughline in our community listening. The inspiration for this came not only from our consumers, but from witnessing people in our own lives using weighted products for comfort. We want people to speak about mental health and destigmatize the needs that these products can meet. *Champion* is committed to giving individuals the support they need with adaptive fashion."

Weighing 8lbs, this machine-washable hoodie is quilted with micro glass beads and was designed to leverage the scientifically proven benefits of weighted pressure seen in weighted blankets, which may reduce symptoms of stress and anxiety among a host of other mental health and neurodivergent conditions. The hoodie was developed in collaboration with Thera - a small business founded by Jenny Rosenberg, who began manufacturing weighted wearable products during the pandemic. The prototype is also undergoing testing with leading mental health expert partners, including Dr. Kerri McBee-Black, Head Adaptive Apparel Researcher and Professor at University of Missouri.

"While the benefits of weighted products for neurodivergent populations and those affected by certain mental health conditions have been widely studied, we're finding that this category of adaptive clothing can actually serve a far larger population," says Dr. Kerri McBee-Black, Assistant Professor and Helen Allen Faculty Fellow in the Textile and Apparel Management Department at the University of Missouri. "Feelings of 'comfort, safety, and security' are among the most common terms showing up in our research for the *Champion Weighted Hoodie* prototype, feelings that anyone can benefit from. My team and I are eager to continue evolving the functionality of weighted wearables, and also explore new avenues of accessible and adaptive apparel that can have a massive impact on the community at large."

In 2023, *Champion* unveiled its first global brand campaign, *Champion What Moves You*, which redefined the brand's mission: to provide every *Champion* a canvas to pursue their passions and live their true purpose. For the brand, "*Champion*" is no longer a title or indication of winning -- it's a verb and a means to take action -- rooted in creating with intention and moving the needle for important causes across communities. Mental health is no exception.

Developed in partnership with Thera, the *Champion Weighted Hoodie* features:

- **Weighted Pressure:** Weighing in at a total of 8lb | 3.6 kg allover balanced distribution across arms, chest, back, and hood.
- **Glass Beads:** This garment contains premium quality, non-toxic, odor free, machine washable, micro glass beads.
- **Machine Washable:** Easy to clean and maintain.
- **Reversible:** To provide multiple sensory experiences as well as extend wear options for the user. One side is textural and quilted, while the other is soft and smooth.
- **Stowaway Label Pocket:** Designed as a solution for those with sensory label issues, as well as aiding in garment reversibility while not losing important legal and wash information.
- **Extra Long Cotton Drawcord:** which can act as a focus agent for those with fidget, twirling, or other neurodivergent tendencies.
- **Champion Quality:** Featuring *Champion's* signature Reverse Weave Fabric, washed down for the perfect cozy vintage comfort the brand's hoodies are cherished for. Also featuring the proprietary C Onion Quilt with built in layers perfectly

containing and balancing weight evenly across the body and over time.

The *Champion* Weighted Hoodie will be available in stores and at [Champion.com](https://www.champion.com) beginning in September 2024.

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. Today, as a lifestyle brand born from sport, *Champion* uses innovative design and state-of-the-art product testing to ensure uncompromised quality and innovative apparel for consumers. Beyond its products, the brand's mission is to provide every *Champion* a canvas to live their true purpose; rooted in the belief that champions are defined not by what they make, but by what they do with it. *Champion* wants to inspire others to not just win, but to *Champion* a better tomorrow, and is dedicated to supporting creators by giving them a platform to tell their stories, support their values, and communities.

Champion apparel can be purchased at department stores, sporting goods, specialty retailers, and at [Champion.com](https://www.champion.com). For more information, visit us at [Facebook.com/Champion](https://www.facebook.com/Champion), follow us on Twitter @Championusa or on Instagram @Champion. *Champion* is a brand of [HanesBrands](https://www.hanesbrands.com) (NYSE:HBI).

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; *Champion*, an innovator at the intersection of lifestyle and athletic apparel; *Bonds*, which is setting new standards for design and sustainability; *Maidenform*, America's number one shapewear brand; and *Bali*, America's number one national bra brand. HBI employs 48,000 associates in approximately 30 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 Full Potential and deliver long-term growth that benefits all of its stakeholders.

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