



## Bali, America's Number One National Bra Brand, Launches Bali Breathe, a New Era of Comfort and Elegance in Innerwear

August 1, 2024

*At Last, Intimates That Offer a Sanctuary on Your Skin Every Day of the Week*

WINSTON-SALEM, N.C.--(BUSINESS WIRE)--Aug. 1, 2024-- *Bali*, America's number one national bra brand\*, is launching its airiest, most breathable collection yet, Bali Breathe. Bali is introducing a fresh look that combines nearly a century of design expertise with a modern take on comfort and style. Bali Breathe redefines luxurious innerwear with an assortment of light-as-air body basics including bras, underwear, and shapewear.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240801677981/en/>



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"Bali Breathe offers our consumers meticulous craftsmanship ensuring a perfect fit, while offering elegance and unmatched comfort," said Jane Newman, Chief Design Officer, Global Innerwear for HanesBrands. "This collection represents a significant revitalization of our innerwear, pushing boundaries with luscious fabrics,

classy cuts, and delicate yet supportive designs to meet our consumers' evolving needs, while continuing to deliver the comfort and quality they expect from America's #1 bra brand."

Bali Breathe, where breathable meets breathtaking, consists of six styles across underwear, bras, and shapewear in quietly luxurious neutrals and colors, ranging in price from \$13 - \$48 and in sizes S – 2XL for underwear and bras with alpha and cup/band sizing: S-3XL; 34-42 C-DD. The collection is currently available online and at major retailers.

Featuring full-coverage underwear and bras, Bali Breathe provides unmatched support while maintaining an ultra-soft feel. Luxe cotton modal fabric caresses the skin while smooth stretch lace adds a touch of femininity. Breathable comfort is infused in practical design, offering supportive silhouettes in a look that screams 'quiet luxury.'

"Bali Breathe marks a new age of comfort and elegance in innerwear, delivering the quality and support our customers know and expect with a luxurious softness and modern femininity," said Dawn Hedgepeth, CMO HanesBrands. "Bali has an unmatched dedication to affordable style, and this new collection delivers that with the essence of luxury, ensuring our consumers feel confident and beautiful, without compromise."

The [Bali Breathe campaign](#) was conceived by BARKER and shot in Vancouver by award-winning director, Ali Kerr. Inspired by confident women who know who they are and what they want, the campaign celebrates comfort and beauty without compromise. Advertising will run across video, digital, and audio with channel partners like Hulu, YouTube, LG, TikTok, Meta, Pinterest, popular podcasts, and more.

### **About Bali**

*Bali*, America's No. 1 national bra brand, is a leading brand of bras, underwear, and shapewear for the woman who knows exactly who she is. *Bali* is the iconic intimates brand loved for our deceptively simple yet sophisticated styles, track record of category innovation, and rich legacy. *Bali* products can be found at leading retailers nationwide and online direct to consumers at [www.BaliBras.com](http://www.BaliBras.com).

### **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; *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.

\*Circana Retail Tracking Service, U.S. Dollar Sales, Women's Non-Sport Bras, Brand Type: National Brand, 12 Months ending March 2024

\*\*Circana Retail Tracking Service, U.S. Dollar Sales, Women's Shapewear Sales, 12 Months ending March 2023

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