



Barely There Revolutionizes Bra Sizing

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Intimate apparel brand solves No. 1 consumer complaint "I can't find my size!" by reducing number of sizes from 16 to 5.

WINSTON-SALEM, N.C., Jun 29, 2010 (BUSINESS WIRE) --

Barely There, a leading intimate apparel brand, announces the launch of its new CustomFlex Fit Collection featuring the innovative **Smart Sizes** bra sizing system that simplifies and streamlines the traditional bra sizing configuration from 16 sizes to just 5 sizes with new "shape-to-fit" technology.

According to an online survey conducted by *Barely There* of more than 5,800 women, bras were ranked as the most difficult item to buy based on sizing, and 65 percent of women reported having difficulty finding their bra size when shopping. *Barely There* takes a bold approach by simplifying the system to just five easy-to-find and easy-to-fit sizes (extra small through extra large).

"This new system will certainly simplify the lives and lingerie drawers of women everywhere," says Tricia Bouras, director of marketing, *Barely There*. "With the 'shape to fit' technology of Smart Sizes, women can easily and quickly find the bra that fits, flatters and supports."

Wanda Urbanska, a nationally known expert on simplicity and the author of the new book *The Heart of Simple Living: 7 Paths to a Better Life*, thinks American consumers are burdened by what she terms "over choice." "In general we have so many options when shopping that it can be overwhelming," says Urbanska. "Women often spend hours searching for a perfectly fitting bra. By simplifying the bra shopping process, *Barely There* makes it easier and less time consuming. What's more valuable in life than time?"

Women across the country can participate in *Barely There's* "Smart Sizes Revolution" through the brand's Web site, www.barelythere.com, a clever viral video series that can be seen on Facebook and YouTube, and the national **Barely There Smart Sizes Tour** visiting more than 150 retail locations nationwide. The tour kicked off today in Winston-Salem. Go to the *Barely There* Facebook page to find out when and where the tour will be coming to a store in your area.

Barely There has introduced **Smart Sizes** in its new CustomFlex Fit Collection launching at department stores in June. The collection will feature seven styles including underwire, wirefree and a new Bandini silhouette in a wide range of colors. The *Barely There* Bandini comes packaged 2 for \$24, the unlined bra styles retail for \$24 and the foam bra styles sell for \$30.

The new collection offers five sizes (XS-XL) but still covers the complete range of alpha numeric sizes from 32A to 42C known to women today. The sizing innovation comes from the fit flexibility of **Smart Sizes** that provides two traditional band sizes and two traditional cup sizes in one **Smart Size**.

According to Bouras, the design ingenuity behind **Smart Sizes** has been in the works for several years, with numerous patented technologies and processes for creating the "shape to fit" innovation.

"At the core of **Smart Sizes** are flexible frames that allow the bras to mold themselves to the shapes of the wearers," says Bouras. "These frames are designed for wirefree bras as well as more complex underwire styles.

"With the flexible fit properties of **Smart Sizes**, women can find a bra that literally forms to their individual shape, providing a custom fit that also helps with unique challenges such as women who are between sizes or those who have unevenly sized breasts."

And clearly confusion exists when it comes to wearing the correct size bra. According to the same online survey, half of the respondents report wearing 2 or more bra sizes on a regular basis, 72 percent of the women have at least 2 different bra sizes in their drawer, and 30 percent have 3 or more sizes. Nearly half (47 percent) reported frequently buying a bra to discover later it did not fit.

About Barely There

Barely There is a solutions-focused intimate apparel brand of bras, panties, shapewear and now tops. A recognized industry leader in seamless technology and innovation, Barely There can be found in leading retailers nationwide. Barely There is a brand of Hanesbrands Inc. (NYSE: HBI). For more information, visit www.barelythere.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6344066&lang=en>

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