



Maidenform® Announces Celebrity Stylist Micaela Erlanger to Serve as Brand Ambassador and Spokesperson

October 4, 2016

WINSTON-SALEM, N.C.--(BUSINESS WIRE)--Oct. 4, 2016-- Micaela Erlanger, one of the fashion industry's most influential celebrity stylists, will be an ambassador and spokesperson for the *Maidenform* brand this fall. Erlanger will act as a guide to the *Maidenform* customer, offering expert tips, product picks and styling insight via the leading intimate-apparel brand's website and social media platforms.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20161004006090/en/>



Micaela Erlanger, one of the fashion industry's most influential celebrity stylists, will be an ambassador and spokesperson for the Maidenform brand this fall. Erlanger will help the brand's customers create their own memorable fashion moments (Photo: Business Wire).

that will stand the test of time.

Instagram: @micaelaerlanger

Twitter: @micaelaerlanger

www.maidenform.com

www.facebook.com/maidenformbrands

www.twitter.com/maidenform

www.pinterest.com/maidenform

"I am thrilled to announce my brand ambassadorship with *Maidenform*," said Erlanger. "As a stylist, and as a woman, I know the importance of undergarments and shapewear. I am a firm believer in the quality and style of the *Maidenform* brand's products and couldn't think of a more perfect brand to align with and represent."

Vicki Seawright, *Maidenform* vice president and general manager, said: "We are thrilled to have Micaela onboard as a *Maidenform* spokesperson for the upcoming fall and holiday seasons. The *Maidenform* vision perfectly aligns with Micaela's captivating spirit and commitment to fashion. We are constantly working to enrich the shopping experience, and look forward to leveraging Micaela's expertise to inspire and educate our customer."

Erlanger is best known as a stylist for the red carpet. As part of her work with the brand, she will share this knowledge with *Maidenform* customers and offer advice on how to create memorable fashion moments. Erlanger will also show the *Maidenform* woman how to use this season's collections as her foundation compass from fall into the new year, complete with tips for conquering the hectic holiday season with humor and grace.

About Maidenform

An intimate apparel leader since 1922, Maidenform offers comfortable, stylish and innovative bras, panties and shapewear to women with an active lifestyle, a sense of style, and an appreciation for the way they look. Maidenform products may be found in leading department stores and national chain stores and direct to consumers via outlet stores and websites. Maidenform is part of HanesBrands (NYSE: HBI). For additional information, visit www.maidenform.com.

About Micaela Erlanger

Micaela Erlanger is a fashion stylist based out of New York City and Los Angeles, where she works with such international talent as Lupita Nyong'o, Winona Ryder, Meryl Streep, Common, Jennifer Hudson, Hillary Swank, and Michelle Dockery. Her work has been seen on red carpets from Tokyo, to Paris, to Hollywood, and in the pages of top fashion publications worldwide. A self-described glamour-girl, Micaela's inspirations vary from modern art to classic Hollywood film. But the hallmark of her work derives not from specific reference points, but instead from her meticulous attention to detail, in-depth collaboration with her clients, and her unfailing dedication to creating fashion moments

www.instagram.com/maidenform

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Source: HanesBrands

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