



Maidenform Breaks into Active with Its First-Ever Sport Collection

January 11, 2017

WINSTON-SALEM, N.C.--(BUSINESS WIRE)--Jan. 11, 2017-- *Maidenform*, the iconic intimate apparel brand, is introducing its first collection of sports bras with the launch of *Maidenform Sport*, available at Kohl's. The new collection includes four performance bras designed with *Maidenform* brand's signature shaping support, as well as one-size-fits-all microfiber thong and bikini silhouettes. Each of these styles are made to flatter every woman's shape by providing the perfect combination of versatility and support.

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Modeled off of the bestselling *Maidenform* bras, the Sport styles are equipped with features such as *Secure Zip* closures, fully adjustable straps and double lined wings, making them versatile for different activity levels and occasions. Performance features include moisture wicking technology and motion control to minimize bounce. The collection will be available in multiple fashion colorways and patterns to coordinate with both the thong and bikini styles. This collection complements the modern, sexy, and stylish personality the *Maidenform* brand represents.

"We are excited about our Sport collection, which will bring the same flattering shaping, fit and support that our loyal customers have relied on for years," said Vicki Seawright, vice-president/general manager *Maidenform*. "We want to ensure that each woman has the support she needs for her on-the-go and active lifestyle."

The Sport bra styles include the Sport Convertible Wirefree in sizes 34-36A; 34-40B, C; 34-38D, DD; Sport *Secure Zip* Front Underwire Racerback: Sizes 34-38B; 34-40C, D; 34-38DD; Sport Ultimate Underwire Bra: Sizes 34-36A, 34-38B, C, D, DD; Sport *Custom Lift* Underwire Bra: Sizes 34-36A; 34-38B, C, D & DD. All styles are offered in the following colors and prints; White, Black, Pink, Blue Heather Print, Charcoal Heather Print, Berry Heather Print, and Blue Digital Animal Print with a \$44 MSRP. The One Size Microfiber thong is offered in both basic and spring fashion colorways.

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 owned by HanesBrands (NYSE: HBI), a socially responsible leading marketer of intimate and basic apparel under some of the world's strongest apparel brands.

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