



Hanes Hosiery Revolutionizes Perfect-Match Sheer Hosiery With Perfect Nudes™ Launch

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New collection virtually airbrushes a Foundation Finish for Your Legs™

WINSTON-SALEM, N.C.--(BUSINESS WIRE)--Sep. 19, 2017-- Hanes Hosiery, America's #1 hosiery brand ⁽¹⁾, is introducing a revolutionary new concept in perfect-match sheer hosiery - Perfect Nudes™. The collection, launching at Macy's, Kohl's, Dillard's, Amazon and other department stores, comes in three modern styles and is offered in six perfect-match natural skintone shades to create a Foundation Finish for Your Legs™. The core hosiery shade of black, suitable for all skintones, is also offered. All three styles and seven shades are available in sizes small through size 5/6 X.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170919005502/en/>



As a global leader in the category, Hanes Hosiery provides product solutions for all women and continues to utilize cutting-edge innovation with the latest technology. The Perfect Nudes™ collection features COMFORT FLEX™ knitting, designed to be tighter in the front with ultra-stretch in the back, allowing for a more anatomically correct garment that shapes the body and provides optimal comfort. Additionally, the Perfect Nudes™ collection features an ultra-sheer yarn that is soft to the touch and utilizes run resistant technology – designed to resist runs. The combination creates a beautiful look that is both sheer *and* durable.

"The Perfect Nudes™ collection will change the way people think about nude hosiery," said Tricia Bouras, vice president and general manager at HanesBrands. "In developing the Foundation Finish for Your Legs™ concept, we looked at the substantial strength of the 'nudes' color concept in the beauty industry and the shades of nude that are inclusive of all women. Furthermore, our research uncovered that there are universal product expectations for cosmetics and sheer hosiery – both should provide a natural, lightweight, breathable and comfortable feel."

The new Hanes Hosiery Perfect Nudes™ collection includes a Girl Short Tummy Control style, Sheer to Waist style and Micro Net Girl Short style offered in nude shades 1-6 plus core black in sizes S through 5/6 X. (Photo: Business Wire)

The Perfect Nudes™ design features wicking technology with cool comfort® knitting in the panty and legs and a flat-toe seam for all-day comfort. The updated modern rise with an integrated comfort waistband provides a smoother body contour and tummy control. The collection is offered in nude shades 1-6, plus true black in three styles: Girl Short, Sheer to Waist and a Micro Net Girl Short. MSRP is \$12 a pair or \$30 for three. For more information visit www.HanesHosiery.com/PerfectNudes and follow the Perfect Nudes™ collection on Hanes Hosiery social media using #PerfectByHanes.

"Complementing the launch of Perfect Nudes, HanesBrands is excited to be the official founder of the new National Legwear Day on Sept. 22, 2017," Bouras said. "Marking the first day of fall, National Legwear Day celebrates the return of the season's essential wardrobe staple. Whether adding a silky sheer to a dress for extra coverage, keeping warm in a skirt with a black tight, pairing a tunic with lounging leggings or surviving a long day with compression hosiery, legwear has you covered. Lace thigh highs, comfortable tights, or revitalizing sheers – legwear pulls together an outfit and can instantly make you feel more confident, while effortlessly adding personality and polish to any style."

About Hanes Hosiery:

Hanes Hosiery, America's #1 hosiery brand ⁽¹⁾, is sold in the U.S. at major retailers nationwide. The Hanes Hosiery assortment includes sheers, thigh highs, tights, leggings, trouser socks and foot covers. With its innovative design and superior fit, Hanes Hosiery has a long history of offering the best in comfort and a flattering appearance. Hanes Hosiery lines include *Silk Reflections*, *Absolutely Ultra Sheer*, *Alive*, *PowerShapers* and *Hanes Plus*. Hanes Hosiery is part of HanesBrands (NYSE: HBI). *Comfort Flex* is a registered trademark. For additional information, visit www.haneshosiery.com. Connect with Hanes Hosiery via social media on Twitter ([@HanesHosiery](https://twitter.com/HanesHosiery)) and Facebook (www.facebook.com/haneshosiery).

About HanesBrands:

HanesBrands (NYSE:HBI), based in Winston-Salem, N.C., is a socially responsible leading marketer of everyday basic innerwear and activewear apparel in the Americas, Europe, Australia and Asia-Pacific. The company sells its products under some of the world's strongest apparel brands, including *Hanes*, *Champion*, *Maidenform*, *DIM*, *Bali*, *Playtex*, *Bonds*, *JMS/Just My Size*, *Nur Die/Nur Der*, *L'eggs*, *Lovable*, *Wonderbra*, *Berlei*, and *Gear for Sports*. The company sells T-shirts, bras, panties, shapewear, underwear, socks, hosiery, and activewear produced in the company's low-cost global supply chain. A member of the S&P 500 stock index, Hanes has approximately 68,000 employees in more than 40 countries and is ranked No. 432 on the Fortune 500 list of America's largest companies by sales. Hanes takes pride in its strong reputation for ethical business practices. The company is the only apparel producer to ever be honored by the Great Place to Work Institute for its workplace practices in Central America and the Caribbean, and is ranked No. 110 on the Forbes magazine list of America's Best Large Employers. For eight consecutive years, Hanes has won the U.S. Environmental Protection Agency Energy Star sustained excellence/partner of the year award – the only apparel company to earn sustained excellence honors. The company ranks No. 172 on Newsweek magazine's green list of 500 largest U.S. companies for environmental achievement. More information about the company and its corporate social responsibility initiatives, including environmental, social compliance and community improvement achievements, may be found at www.Hanes.com/corporate. Connect with HanesBrands via social media on Twitter (@HanesBrands) and Facebook (www.facebook.com/hanesbrandsinc).

Source: ⁽¹⁾NPD Group/U.S. Consumer Tracking Service/Dollar Share Rolling 12 months ending June 2017

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