

# HANES Brands Inc

## First-Ever National Legwear Day Kicks Off Fall Season

September 21, 2017

*Legwear Lovers are Encouraged to Showcase Personal Style with their Favorite Sheers, Tights, Leggings, Anklets or Socks on Sept. 22*

WINSTON-SALEM, N.C.--(BUSINESS WIRE)--Sep. 21, 2017-- To ring in the first day of fall on Sept. 22, HanesBrands wants you to show a little leg.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170921005996/en/>



The leading global manufacturer of legwear founded and is launching National Legwear Day, officially sanctioned by the [National Day Calendar](#), to celebrate one of the season's top fashion staples – and the company wants legwear lovers to join the festivities.

HanesBrands is honoring this occasion by:

- Paying tribute to legwear in iconic New York City locations, such as Macy's Herald Square, Rockefeller Center, Times Square, Bryant Park, Madison Square Park and Radio City Music Hall, home of the Rockettes. People in these areas will be encouraged to snap selfies and post to social media using #NationalLegwearDay and #MyStyleKick.
- Encouraging consumers across the country to express their individuality by donning an outfit that prominently showcases their favorite legwear, taking a selfie and posting on social media using the same hashtags.
- Offering the up-to-50-percent-off National Legwear Day sale on select styles of HanesBrands legwear through [www.onehanesplace.com](http://www.onehanesplace.com). Consumers who visit a HanesBrands retail store can take advantage of a

buy-one-get-one-half-off sale in honor of the event.

Amazon and other HanesBrands' retail partners are also promoting National Legwear Day.

"Highlighting the first day of fall as National Legwear Day marks the return of one of the season's wardrobe staples," says Tricia Bouras, vice president and general manager for HanesBrands. "But more than just a vital part of any wardrobe, legwear allows people to express their individual styles. Whether socks, sheers, tights, leggings or anklets, legwear can add a pop of color, texture or flair – and be the perfect finishing touch – to any outfit."

According to HanesBrands research, legwear continues to be a fashion essential in the majority of women's closets. A recent online survey found that 84 percent own regular leggings, 70 percent own regular tights and 67 percent own sheer tights or pantyhose.

HanesBrands' global portfolio of legwear brands includes Hanes, Champion, L'eggs, Just My Size, Maidenform, Donna Karan, DKNY, DIM, Nur Die, Nur Der, RazzaMatazz, voodoo, Lovable, Kayser, Sheer Relief, Chesterfield, Zorba, Bonds, Explorer, and Rio.

### 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 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. Connect with HanesBrands via social media on Facebook ([www.facebook.com/hanesbrandsinc](https://www.facebook.com/hanesbrandsinc)) and Twitter ([@HanesBrands](https://twitter.com/HanesBrands)).

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