



HanesBrands Publishes Spring 2018 Edition of Apparel Tip Sheet

February 26, 2018

Online Publication Offers Update on Industry-Related Trends and Consumer Insights

WINSTON-SALEM, N.C.--(BUSINESS WIRE)--Feb. 26, 2018-- HanesBrands (NYSE: HBI), a leading global marketer of everyday basic apparel under world-class brands, today published its third issue of [Apparel Tip Sheet](#), an online resource for journalists who cover the apparel industry.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20180226005970/en/>



(Photo: Business Wire)

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

Each issue of Apparel Tip Sheet provides journalists a number of articles across varying topics and accompanying “grab-and-go” multimedia assets, including consumer insight vignettes, photos and videos.

The current edition, which was distributed to apparel-industry writers at the top-100 newspapers and other selected outlets across the United States, includes articles on building strong design collaborations, how big data drives basic apparel, the changing size of North America’s population, what makes a piece of apparel iconic, and why and how to give socks to the homeless. Women weigh in on their bras – from how many they have to how long they last – via consumer insight vignettes.

“The goal of Apparel Tip Sheet is to provide journalists with access to relevant content that can be used as the basis for an article or to spark story ideas, introduce them to subject-matter experts across multiple disciplines and establish HanesBrands as a first-stop resource for writers working on apparel-industry articles,” said Matt Hall, chief communications officer for HanesBrands.

Journalists and bloggers who are interested in automatically receiving Apparel Tip Sheet can sign up online at www.appareltipsheet.com. The site also allows writers to provide feedback on how HanesBrands can make the publication more useful.

HanesBrands

HanesBrands is a socially responsible leading marketer of everyday basic innerwear and activewear apparel in the Americas, Europe, Australia and Asia-Pacific. The company markets T-shirts, bras, panties, shapewear, underwear, socks, hosiery, and activewear 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*, *Leggs*, *Lovable*, *Wonderbra*, *Berlei*, *Alternative*, *Bras N Things* and *Gear for Sports*. More information about the company and its award-winning corporate social responsibility initiatives may be found at www.Hanes.com/corporate. Connect with

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Source: HanesBrands

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