

HANES Brands Inc

Maidenform Relaunches its Brand with Fresh M Campaign, Serving up Craveable Comfort in Underwear, Bras, and Bodywear

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Maidenform M Ushers in a New Era of Innerwear from the Beloved Hundred-Year-Old Brand

WINSTON-SALEM, N.C.--(BUSINESS WIRE)--Feb. 20, 2024-- *Maidenform*, America's No. 1 shapewear brand, has reignited its brand with a sumptuous new advertising campaign, showcasing its unbelievably soft M collection designed for young-minded consumers. From the brand that wrote the book on bras, *Maidenform* is proudly showing off the next best thing in body basics (that are anything but basic), with youthful cuts, bold colors, and craveable comfort in its new collection, *Maidenform M*.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240220534952/en/>



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"*Maidenform M* is not just a line of intimates, it is a celebration of female boldness, confidence and unapologetic individuality," said Sandra Moore, Vice President Digital Marketing, HanesBrands. "We are so excited to bring M to life with this fresh campaign. It is the collective effort of a predominantly female creative and client team who crafted a vision that captures the essence of *Maidenform's* century-long legacy and brings it into a modern era."

Conceived by BARKER, and directed by Christine Yuan, the *Maidenform M* campaign unfolds in the fabulous surroundings of a "WoMansion," a decadent mansion inhabited by five unique women. Each room within the WoMansion is meticulously designed, inspired by the M collection, and radiates an undeniable modernity that complements the brand's commitment to on-trend designs.

The campaign features a custom song by the talented artist, Princess Nokia, adding an empowering and distinctive touch to the entire visual experience. The commercial, shot by a female team, aims to resonate with women on a personal level, showcasing the M woman embracing life to the fullest.

"Our maximalist M campaign celebrates the M woman doing exactly what she wants with a decadent spot that's deliciously, unapologetically over the top," said Sandi Harari, Chief Creative Officer at BARKER. "It aligns with so many of our own values as an agency – what it means to be a woman today. It represents fully embracing who we are for ourselves and no one else's gaze. No apologies."

The campaign marks a milestone in the brand's rich history, ushering in a new era of self-expression and unapologetic femininity. *Maidenform M* leverages a century of expertise delivering intimates innovation and touts an amazing heritage as an original American and ultimately global brand:

- *Maidenform* is recognized as the first intimate apparel company to advertise.
- During World War II, *Maidenform* adapted its manufacturing operations to support war time efforts to create over 28,000 special communications vests for American soldiers and manufacture parachutes for military use.
- In 1927, the company patented several cutting-edge designs including full figure bras, and a seamed-uplift bra.
- In 1949, the company launched its famous "I Dream" ad campaign which ran for 20 years, growing the brand and cementing *Maidenform* as a household name.
- The "I Dream" ad campaign was later featured in season two of *Mad Men* in which the fictional ad agency was asked by its client to create ads similar to *Maidenform's*.

M is available at incredible value at major retailers and directly to consumers through retailer websites, the brand's [website](#) and in owned stores.

Maidenform

For fashion-forward women who see every layer of clothing as a form of expression, *Maidenform* is the go-to intimates brand offering a powerful portfolio of modern styles, backed by an unparalleled history of innovation. *Maidenform* is committed to empowering women to show the world who they really are – one cute bra, underwear, shapewear at a time.

Maidenform is owned by HanesBrands. For more information, visit www.maidenform.com.

ADVERTISING AGENCY CREDITS

BARKER

Chief Creative Officer - Sandi Harari
Creative Director - Maya Kagan
Associate Creative Director, Art- Nancy Dao
Creative Director, Copy- Catherine Eccardt
Senior Art Director- Angela Yen
Copywriter - Sarah Bielawski
Associate Art Director - Delany Salazar
Agency Producer - Ray Rainville
Agency Producer - Shelley Nickerson
Account Lead - Kim Tracey
Account Director - Kelsie Johnson
Account Supervisor - Lauren Young

PRODUCTION CREDITS

Production Company: Object and Animal
Director: Christine Yuan
Executive Producer: James Cunningham
Producer: Karen Chen
Director of Photography: Xiaolong Liu
Editor: Nick Rondeau (Cabin Editing Company)
Photographer: [Joelle Grace Taylor](#) (Agency Arts)
Stills Retoucher: Rob Dewey (Digismith)
Music Artist - Princess Nokia
Music Supervision + Original Music: Knock it Out Music
Music Producer: Wellington Lora
Composer: Ryan Nach
Mix Engineer: Griffin D'Amato for PLUSHnyc

CLIENT CREDITS

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