



HANESBRANDS INC.

## “If You Wouldn’t Flaunt It, Refresh It!” HanesBrands Encourages a Fresh Look at Your Underwear Drawer

January 9, 2025

### *Survey Reveals Americans Hold Onto Undergarments for Longer Than They Should, Impacting Everyday Comfort*

WINSTON-SALEM, N.C.--(BUSINESS WIRE)--Jan. 9, 2025-- HanesBrands Inc. (NYSE: HBI), a global leader in iconic apparel brands, is encouraging Americans to reassess their underwear and bra drawers as part of its latest campaign: “If You Wouldn’t Flaunt It, Refresh It.” A fresh wardrobe starts with comfortable undergarments, and according to a new survey of 2,000 U.S. adults commissioned by HanesBrands, many Americans are holding onto their underwear and bras far longer than recommended. In fact, the average person keeps their underwear for three years, with some hanging onto pairs for six years or more—long past their prime for comfort and fit.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250109153727/en/>



HanesBrands Inc., a global leader in iconic apparel, invites Americans to refresh their underwear drawer with its bold new campaign, “If You Wouldn’t Flaunt It, Refresh It!” Explore trend-forward styles from Hanes, Bali, and Maidenform, designed with the latest innovations for ultimate comfort and style. (Photo: Business Wire)

When is it time to replace your underwear or bra? Respondents answered with some key signs including holes (71%), stains (42%), or stretched-out waistbands and straps (39%). On average, it takes just two holes for people to consider tossing their old undergarments, yet four in five respondents (82%) admitted they’ve put on

underwear only to realize it was past its prime.

“Undergarments are some of the most frequently worn and washed items in your wardrobe, so it’s important to replenish those pieces,” said Dawn Hedgepeth, CMO at HanesBrands. “Replacing old, stretched-out underwear and bras with fresh, supportive pieces can make a noticeable difference in your day. With our wide range of styles and sizes, HanesBrands is here to help you find the perfect fit, so you can feel confident and comfortable all day long.”

### **Undergarments for Special Occasions?**

While most Americans do not have specific undergarments set aside for special occasions, the survey showed that women in the Southeast were the exception. Fifty-two percent of these respondents said they have a special bra reserved for intimate moments or special events.

Maidenform and Bali both have an assortment of sexy bras designed to keep you confidently comfortable for special occasions:

- [One Fab Fit Everyday Full Coverage Racerback Bra](#)
- [Bali Breathe Wireless T-Shirt Bra](#)
- [One Smooth U Comfort Stretch Lace Underwire Bra](#)
- [Comfort Devotion Convertible Underwire Bra](#)

### **Favorite Type of Underwear: Bright, Colorful Briefs**

When asked about their favorite type of underwear, colorful briefs took the top spot, with many Americans opting for plain but vibrant pieces. This preference aligns with a broader trend of undergarments being both functional and fun, allowing wearers to express their style while staying comfortable.

Hanes and Maidenform offer colorful options to update your wardrobe:

- [Hanes Originals Women’s Seamless Rib Hi-Rise Cheeky Underwear](#)
- [Hanes Originals Women’s Bikini Underwear](#)
- [Hanes Moves Men’s Boxer Briefs with Total Support Pouch](#)
- [Maidenform M Seamless High Leg Bikini](#)
- [Maidenform One Fab Fit Microfiber Boyshort Underwear With Lace](#)

### **Time to Refresh Your Undergarments**

The study also looked at what constitutes a fully-stocked underwear drawer and found that the average person only has four “good” pairs of underwear and women reported having just three “good” bras in their wardrobe. However, people often keep their bras for four years, with some even holding onto bras for a decade. This means that many of these garments have been worn thousands of times before people replace them!

Bali, Hanes and Maidenform have a variety of comfortable styles to update your wardrobe, including the latest new innovations in underwear and fabrications:

- [Hanes Originals Women’s SuperSoft String Bikini Underwear, 3-Pack](#)
- [Hanes Originals Ultimate Men’s SuperSoft Boxer Brief Underwear, Assorted, 3-Pack](#)
- [Hanes Moves Ultimate Men’s Anti-Chafe Boxer Brief Underwear, Total Support Pouch, X-Temp, Black, 4-Pack](#)

- [Hanes Comfort, Period. Women's Brief Period Underwear, Super Leaks, 3-Pack](#)
- [Maidenform Everyday Luxe Stretch Micro Bikini](#)
- [Maidenform M V-Back Thong](#)
- [Maidenform One Fab Fit Everyday Modern Demi Underwire Bra](#)
- [Maidenform Everyday Luxe Wireless T-Shirt Bra](#)
- [Bali Breathe Lace Hi-Cut](#)
- [Bali One Smooth U Ultra Light Underwire Bra](#)
- [Bali Ultimate Smoothing Lightweight T-Shirt Bra](#)

The survey, conducted by Talker Research, found that nearly half of Americans carry backup underwear in case of emergencies, and 70% have had a situation where their backup pair came to the rescue. Scenarios where respondents said they'd need an extra pair include potential accidents (39%) or times when they expect to change clothes during the day (37%).

The survey also revealed a generational trend: 60% of Gen Z and 57% of millennials said they carry "just-in-case" underwear.

"When it comes to essentials like underwear and bras, a fresh pair can make all the difference in how you feel throughout the day," said Dawn Hedgepeth, CMO for HanesBrands. "With our brands, including Hanes, Bali, Maidenform, and Playtex, we're all about making sure you're comfortable, supported, and confident in your undergarments. Stocking up on high-quality, well-fitting underwear and bras helps ensure you're ready for anything—whether it's your daily routine or an unexpected change of plans."

#### **About HanesBrands**

HanesBrands (NYSE: HBI) is a global leader in manufacturing basics and Innerwear brands that are synonymous with comfort, quality, and value, and have been trusted by consumers around the world for generations. Among the company's iconic brands are *Hanes*, the leading basic apparel brand in the U.S.; *Bonds*, an Australian staple since 1915 that is setting new standards for design and innovation; *Maidenform*, America's number one shapewear brand; and *Bali*, America's number one national bra brand in the U.S. HanesBrands owns the majority of its worldwide manufacturing facilities and has built a strong reputation for workplace quality and ethical business practices.

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