



HANESBRANDS INC.

Bonds, the Aussie Underwear Made for Down Under, Makes its U.S. Debut

April 3, 2025

Legendary Australian brand hits the U.S. market with a heavy dose of cheek and dead-serious comfort, featuring Aussie stars Robert Irwin & Tkay Maidza

WINSTON-SALEM, N.C.--(BUSINESS WIRE)--Apr. 3, 2025-- Bonds, the iconic Australian underwear brand trusted by Aussies for more than 100 years, is bringing its "Made for Down Under" comfort to the U.S. Known for keeping Aussie bums, boobs, and bits comfy with hardworking underwear, Bonds creates essentials built to handle whatever life throws at you.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250403400697/en/>



Bonds, the legendary Australian brand, hits the U.S. market with a heavy dose of cheek and dead-serious comfort, featuring Aussie star Robert Irwin.

spiders, crocs, and snakes? The answer is simple: They're all wearing Bonds."

The creative campaign, Made for Down Under, brings that signature Aussie charm stateside, featuring conservationist and TV personality Robert Irwin (yes, *that* Irwin) and rising hip-hop star Tkay Maidza. Shot with real-life snakes and spiders, the fearless Australian spokespeople effortlessly model their favorite Bonds undies while posing in the midst of danger. Bonds has their backs – and bums – covered.

The Made for Down Under national campaign will roll out across OOH, digital, social, podcasts, and connected TV beginning in April and running through the rest of the year.

"We cannot wait for our U.S. mates to experience Bonds for the first time," said Tanya Deans. "The average Aussie has 12 Bonds products in their home. We're quite literally the first thing people put on in the morning, and the last thing they take off at night. Now, we're excited to help Americans level up their top drawer with down under comfort."

With more than 17,000 five-star reviews and a reputation for being wildly comfortable, Bonds boasts seriously ultra-soft, high-quality fabrics designed for all-day wear. Sizes range from XS-XXL (Women's), S-3XL (Men's), and 32A-38DD (Bras).

Here's what's dropping in the U.S.:

- Chafe Off™- Say goodbye to chafing and g'day to all-day comfort thanks to super soft viscose from bamboo and features like inner thigh panels to keep you friction-free.
- Icons – Bold, fresh, and effortlessly cool. Our Icons range are beloved wardrobe staples for women, blending cotton comfort with modern, seamless designs.
- Originals – The Aussie OG undies, now stateside. Sleek and comfy, and built to last.
- X-Temp Air – Innovative cooling technology that responds to your body heat (because no one wants a sweaty down under).
- Everyday – Classic, no-fuss, and unbelievably soft men's trunks and boxer briefs.
- Bonds Chesty Tanks – This timeless Aussie icon is known for its simple, easy-going comfort. Slim fit, stretch cotton and made to layer or wear solo.

Bonds is available exclusively in the U.S. on Amazon and at www.bondsaustralia.com. Americans who want 25% off their first order and free shipping can sign up online and enjoy our *First Pair Guarantee*—if you don't love it, it's on us.

YouTube Links

Bonds, Made for Down Under ft. Robert Irwin – <https://youtu.be/e6uj9VFINuI>

Bonds, Made for Down Under ft. Tkay Maidza – <https://youtu.be/UuMNgmKWBYE>

About BONDS

Bonds has been keeping Aussie boobs, bums and bits covered and comfy for over 100 years. From lucky undies on the sports field, to a hundred summers in the humble Bonds Chesty tank – it's a lifetime of Aussies wearing Bonds, the common ground we all share. Bonds, made for down under.

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*, Americas 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.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20250403400697/en/): <https://www.businesswire.com/news/home/20250403400697/en/>

Media Contact:

Caitlin Kahle, Ckahle@duffyshanley.com, (401) 286-6286

Source: HanesBrands