



About Hanes

Hanesbrands Inc. is one of the world's most recognized apparel companies and the parent of Hanes — a brand synonymous with everyday comfort and reliability. Founded in 1900 in North Carolina, Hanes has grown from a small knitting operation into a global leader in basic apparel.

The brand specializes in the essentials people reach for every day: underwear, socks, T-shirts, and casualwear for men, women, and children. Built on a commitment to quality, comfort, and accessible pricing, Hanes has earned its place as a trusted staple in wardrobes around the world.

A vertically integrated supply chain and a global footprint allow Hanes to deliver that consistency at scale — evolving to meet modern consumer needs while staying rooted in its founding promise: comfort, simplicity, and value.



Brand Values

01 Comfort

Comfort is the through-line of everything Hanes makes. We design for the way people actually live, sleep, and unwind — not the way catalogs imagine they do. Every fiber, finish, and stitch is chosen with that in mind.

03 Trust

A name families have known for generations, Hanes has earned trust the only way it can be earned — one product at a time, across decades. That familiarity is the foundation of everything we extend into, and the reason Hanes feels at home in homes long before it arrives there.

02 Quality

For more than a century, Hanes has earned trust by getting the fundamentals right. The same standards that made Hanes a wardrobe staple now shape our bedding, bath, and home essentials — from fiber sourcing to finished good.

04 Simplicity

Hanes Home is built on the belief that good design gets out of the way. Nothing extra, nothing missing — just thoughtful products that do what they're supposed to do, beautifully. Comfort doesn't need to be complicated.

Extending Comfort: Hanes in Home Textiles

Hanes' expansion into the home textiles market reflects a natural evolution of its core focus on comfort and everyday essentials. By extending its expertise in soft, high-quality fabrics, the brand has moved into categories such as bedding, towels, and home basics. This strategic shift allows Hanes to leverage its strong brand recognition and customer trust beyond apparel.

The move also creates synergy with its existing sleepwear and loungewear segments. Positioned around affordability and comfort, Hanes is well-equipped to grow within the increasingly comfort-driven home category.





Categories

Bedding

- Duvet Sets
- Sheet Sets
- Comforter Sets
- Quilt Sets

Bath

- Bath Towels
- Bath Robes
- Washcloth

Decorative

- Cushions
- Throws
- Blankets







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