



2017
Spring Market Guide

BALI®

Playtex

M
MAIDENFORM®

Hanes

BALI®



Playtex



2017 Spring Market Guide

M
MAIDENFORM®



Hanes



BALI®

DF1002

Lace Desire®

Smoothing Underwire

Ship Date: 12/15/16

MSRP: \$42.00

Basic Sizes: 32-44 B-DDD

Fashion Sizes: 32-44 B-DDD

Basic Colors:

White **100**, Champagne Shimmer **CKZ**,
Black/ Champagne Shimmer **C3Z**,
Micro Dot Print **TR1**

Fashion Colors:

Pink Quartz **YD1** (12/15/16),
Perky Peri Blue Micro Dot **SPS** (12/15/16)



BALI®

LD61, LD62, LD63

Lace Desire® Microfiber

Brief, Hi-Cut, Hipster

Ship Date: 12/15/16

MSRP: \$12.00 or \$3/\$30.00

Sizes: M/6 - 2XL/9

Basic Colors:

White w/White Lace **XWH**, Champagne Shimmer w/Champagne Shimmer Lace **B6H**,
Pink Bliss w/Pink Bliss Lace **X2P**, Black w/Black Lace **XBK**

Fashion Colors:

Perky Peri Blue w/ Perky Peri Blue **YE0** (12/15/16),
Pink Quartz w/ Pink Quartz Lace **YD1** (3/15/16)



CD61, CD62, CD63

Cotton Desire® with Lace

Brief, Hi-Cut, Hipster

Ship Date: 12/15/16

MSRP: \$12.00 or \$3/\$30.00

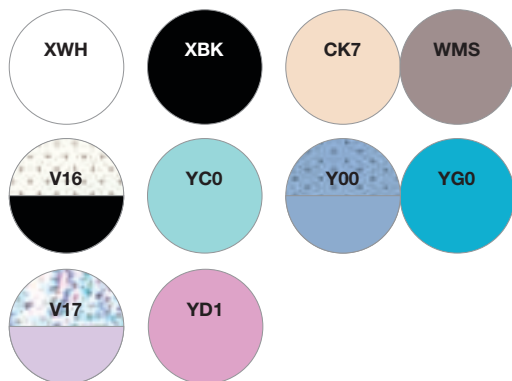
Sizes: M/6 - 2XL/9

Basic Colors:

White w/White Lace & Bow **XWH**, Black w/Black Lace & Bow **XBK**,
Champagne Shimmer w/Champagne Shimmer Lace & Bow, Warm Steel
w/Warm Steel Lace & Bow **WMS**, Whisper White Micro Dot w/Black Lace & Bow **V16**

Fashion Colors:

Country Spearmint w/ Country Spearmint Lace & Bow **YC0** (12/15/16), Perky Peri Blue Dot
w/ Perky Peri Blue Dot Lace & Bow **Y00** (12/15/16), Mid Sky Blue w/ Mid Sky Blue Lace
& Bow **YG0** (3/15/17), Spring Rain Print w/ Morning Orchid Lace & Bow **V17** (3/15/17),
Pink Quartz w/ Pink Quartz Lace **YD1** (3/15/16)



BALI®

DF1004

Passion for Comfort

*Side Support and
Smoothing Minimizer*

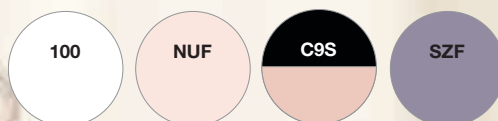
Ship Date: 1/15/17

MSRP: \$42.00

Basic Sizes: 34-44 C-G

Basic Colors:

White **100**, Nude **NUF**, Black/Soft Taupe **C9S**, Amethyst Quartz **SZF**



BALI®

DF1003

Double Support® Front Close

Ship Date: 11/15/16

MSRP: \$39.00

Basic Sizes: 34-44 B-DD, 34-42 DDD

Fashion Sizes: 34-42 B-DD

Basic Colors:

White **100**, Soft Taupe **GZM**, Black **XBK**

Fashion Colors:

Morning Orchid **YD0** (11/15/16)

100

GZM

XBK

YD0



BALI®

CRTK

Comfort Revolution®

Tank

Ship Date: 5/15/17

MSRP: \$22.00

Sizes: S-2XL

Basic Colors:

White **XWH**, Nude **XLO**, Blushing Pink **BHK**, Black **XBK**

XWH

XLO

BHK

XBK

FF62

Full-Cut Fit®

Hi-Cut

Ship Date: 11/15/16

MSRP: \$11.00 or 3/\$26.00

Basic Sizes: 34-40 B, C, D; 34-38 DD

Fashion Sizes: 34-38 B, C

Basic Colors:

White **10**, Moonlight **12**, Soft Taupe **KA**, Silken Pink **FH**, Black **01**, Light Grey Heather **E78**, Light Blue Heather **LSB**, Grey Heather **9GR**, Mid-Charcoal Heather **DCE**

Fashion Colors:

Morning Orchid **YD0** (11/15/16)

10

12

KA

FH

01

E78

LS8

9GR

DCE

YD0





4823

Body Revelation

Exciting New Cover!

Underwire

Ship Date: 12/15/16

MSRP: \$40.00

Basic Sizes: 36-42 B; 36-44 C, D, DD

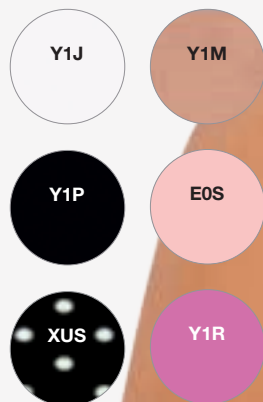
Fashion Sizes: 36-44 C, D, DD

Basic Colors:

White Rose Jacquard **Y1J**, Nude Rose Jacquard **Y1M**,
Black Rose Jacquard **Y1P**, Gentle Peach Rose Jacquard **E0S**,
Black Whisper Dot Print **XUS**,

Fashion Colors:

Pink Streamer Rose Jacquard **Y1R** (12/15/16)



truSUPPORT®
4-WAY SUPPORT SYSTEM



Playtex®

US3000(H300)

Seamless Comfort

Ship Date: 12/15/16

MSRP: TBD

Basic Sizes: 36-42 B, C; 36-44D, DD

Fashion Sizes: 36-42 B, C; 36-44 D, DD

Basic Colors:

White Zebra **Y1T**, Nude Zebra **Y1V**, Black Zebra **Y1W**,
Pretty Blush Zebra **Y1X**

Fashion Colors:

Enchanted Lilac Zebra **TBD** (12/15/16)

Y1T

Y1V

Y1W

Y1X

TBD

truSUPPORT®
4-WAY SUPPORT SYSTEM





FINALLY!
Sports Bras that Flatter Your Shape!
Our Best-Selling Signature Shape & Fit
now in Sports Bras



**SHAPING
SUPPORT**

keeps you front & center



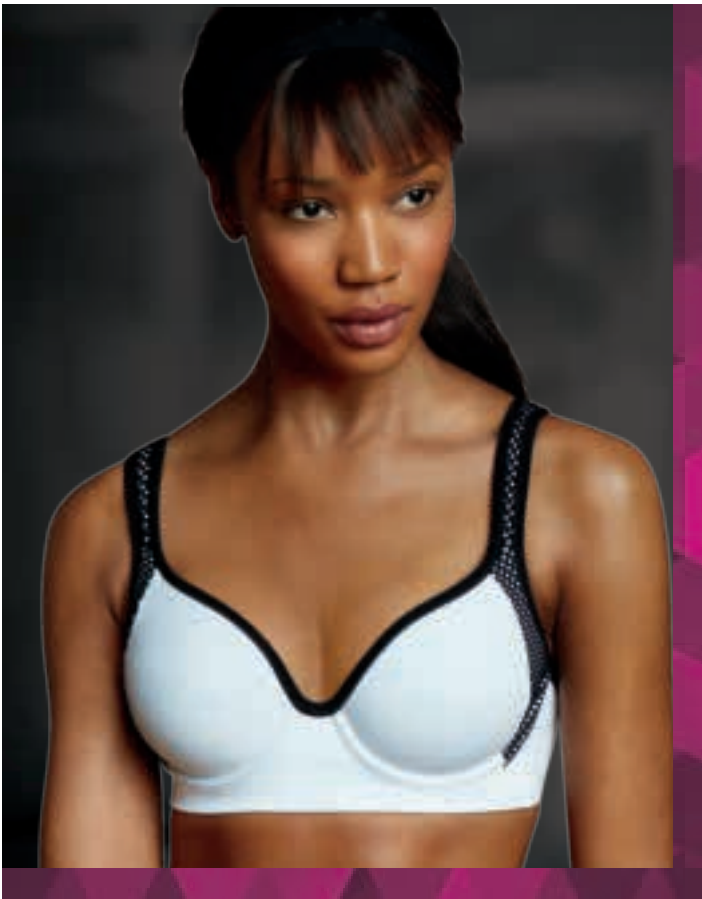
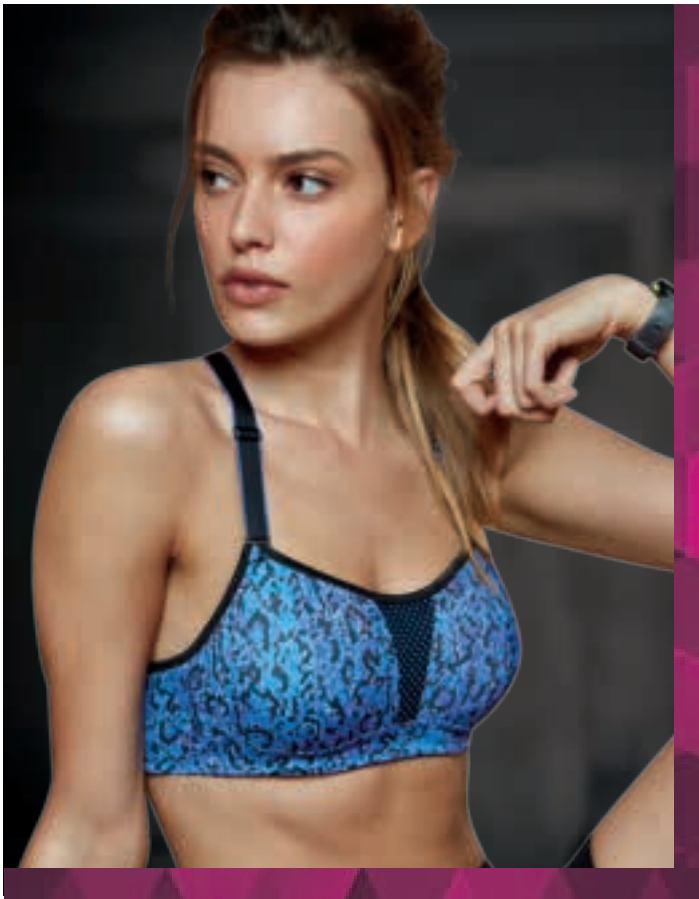
**BOUNCE
CONTROL**

helps minimize bounce



**MOISTURE
WICKING**

keeps you dry



DM7989
Ultimate Underwire Bra

*Modeled after the bestselling underwire frame in the market,
 Maidenform One Fabulous Fit Style 07959*

Light comfort foam with wicking sport liner

Wide, fully adjustable straps for added comfort and support

Double lined wings for added comfort and support

SHIPS March 15, 2017	MSRP \$44.00	SIZES 34-36 A; 34-38 B, C, D, DD	MEDIUM IMPACT
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BASIC

FASHION

Black/Pinksicle (00W)

Charcoal Heather Print (OWS)

Blue Digital Animal Print (SOH)

Berry Heather Print (XK3)

DM7990
Custom Lift™ Underwire Bra

*Modeled after the bestselling
 Maidenform Love The Lift Style 09729*

Best selling Custom Lift™ technology helps provide customized lift for your cup size

Adjustable straps can be switched to cross-back

Lightweight comfort foam with wicking sport liner

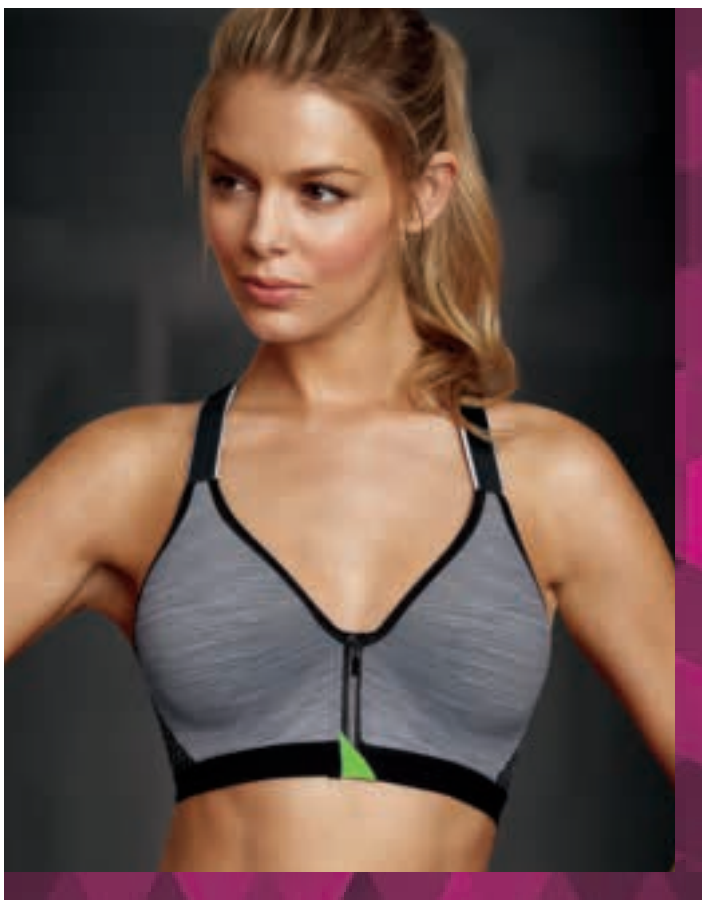
SHIPS March 15, 2017	MSRP \$44.00	SIZES 34-36 A; 34-38 B, C, D, DD	LOW IMPACT
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White/Black (FS1)

Black\ Reflector Green (99S)

Charcoal Heather Print (OWS)

Pinksicle/Black (07B)



DM7991

Secure Zip™ Front UW Racerback

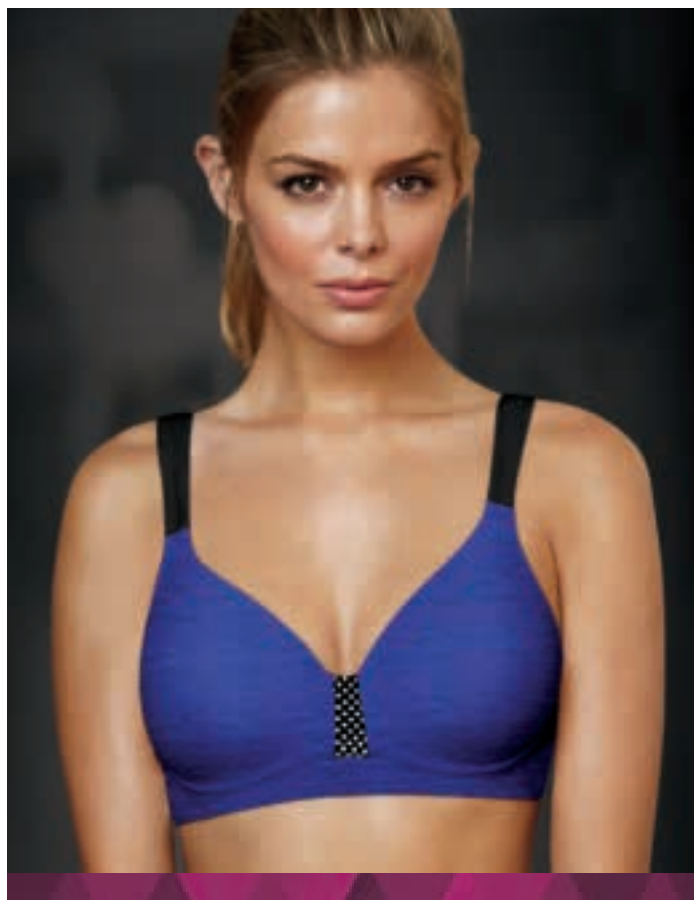
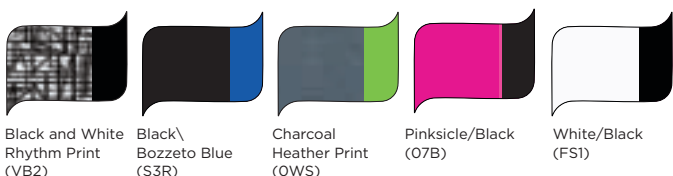
Modeled after the bestselling Maidenform Comfort Devotion Extra Coverage Style 09404

Extra coverage shape and enhanced side support

Secure Zip™ closure locks in place for comfortable, confident fit

Added hook and eye closure for secure fit beneath zipper

SHIPS March 15, 2017	MSRP \$44.00	SIZES 34-38 B; 34-40 C, D; 34-38 DD	MEDIUM IMPACT
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DM7992

Convertible Wirefree Bra

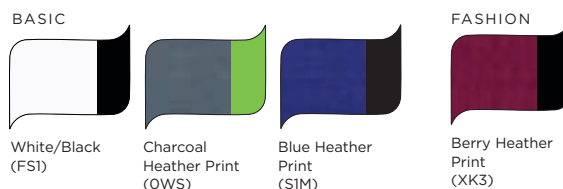
Modeled after the popular Maidenform Comfort Devotion Style 09456

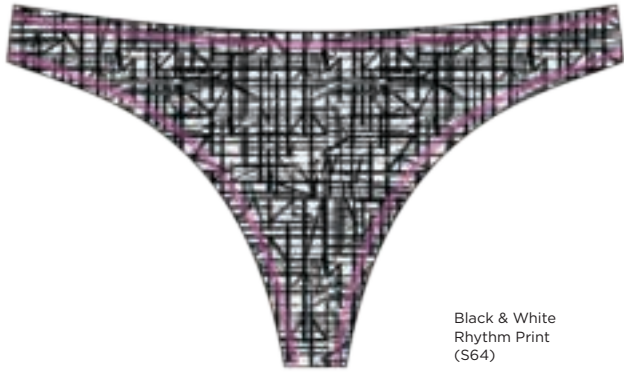
Cushioned, adjustable straps can be switched to cross-back

Lightweight foam with wicking sport liner helps shape and support without the wire

Double lined wings for added comfort and support

SHIPS March 15, 2017	MSRP \$44.00	SIZES 34-36 A; 34-40 B, C; 34-38 D, DD	LOW IMPACT
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Black & White
Rhythm Print
(S64)



Bozzeto Blue
(62Q)



Berry
Heather Print
(S15)



Charcoal
Heather Print
(AWX)

40152

One Size Microfiber Thong

#1 most preferred silhouette among millennial consumers

Soft, breathable light-weight fabric

Invisible under work-out clothes and yoga pants

SHIPS

March 15, 2017

MSRP

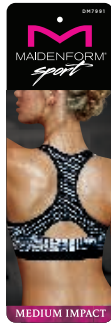
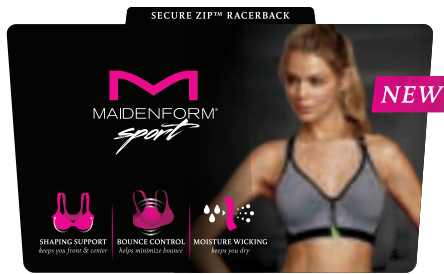
\$11.50 Each
or 3/\$30



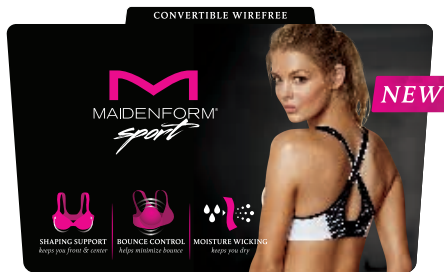
M
MAIDENFORM
sport

M
MAIDENFORM[®]
sport

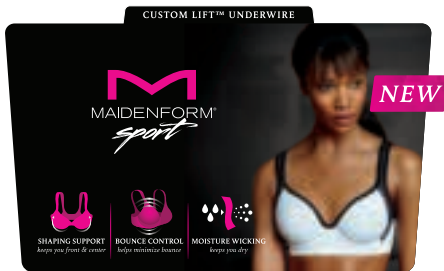




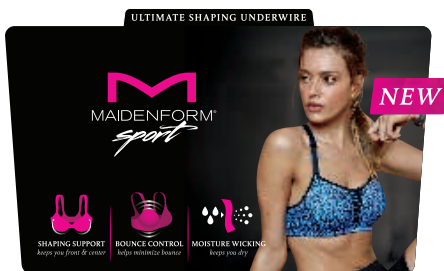
FINALLY
SPORTS
BRAS
THAT
FLATTER
YOUR
SHAPE



FINALLY
SPORTS
BRAS
THAT
FLATTER
YOUR
SHAPE



FINALLY
SPORTS
BRAS
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FLATTER
YOUR
SHAPE



FINALLY
SPORTS
BRAS
THAT
FLATTER
YOUR
SHAPE



SPORT YOUR SHAPE





MAIDENFORM®

sport





DM9901

Love the Lift Push Up & In Lurex T-Back Bra

Ship Date: 1/15/17

MSRP: \$44.00

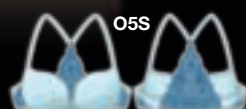
Sizes: 32-36 A; 32-38 B, C; 34-38 D

Basic Colors:

Black **XBK**, White **100**,
Evening Blush **JDQ**

Fashion Colors:

Prim Pink/Powder Sunshine **VNS** (1/15/17)
Blue Whimsy/Regal Navy **O5S** (1/15/17)



CS52, CS59, CS51

One Fab Fit

Cotton Stretch Brief, Tanga, Hipster

Ship Date: 1/15/17

MSRP: \$11.50 or 3/\$30.00

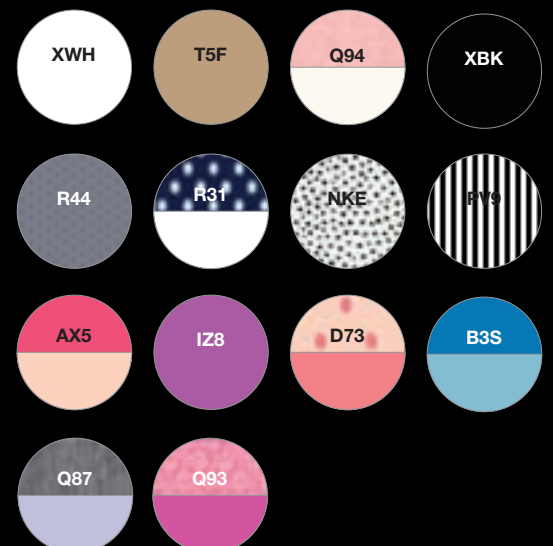
Sizes: 5-9

Basic Colors:

White **XWH**, Body Beige **T5F**,
Gentle Peach Heather/Ivory **Q94**, Black **XBK**,
Steel Black Pin Dot **R44**, Navy w/White Dot/White **R31**,
Twinkle Dot/Black **NKE**, Classic Stripe Print/Black **PV9**

Fashion Colors:

Panache Pink/Au Natural **AX5** (1/15/17), Berry Surprise **IZ8** (1/15/17),
Sunset Dot Print/Ripe Papaya Red **D73** (1/15/17),
Blue Jay/Lucent Blue **B3S** (3/15/17),
Grey Heather/Urban Lilac **Q87** (3/15/17),
Honeymoon Floral/Honeymoon Pink **Q93** (3/15/17)





DM0016

All Over Lace

Cheekini

Ship Date: 1/15/17

MSRP: \$11.50 or 3/\$30.00

Sizes: 5-8

Basic Colors:

Ivory/Black **J23**, Navy/Silver Lurex **JYB**

Fashion Colors:

Pink Pirouette/Silver Lurex **KDM** (1/15/17),

Regal Navy/White **C0S** (1/15/17),

Plush Purple **FZ4** (3/15/17),

Bikini Pink/Silver Lurex **KDP** (3/15/17)



40823

All Over Lace

Hipster

Ship Date: 1/15/17

MSRP: \$11.50 or 3/\$30.00

Sizes: 5-9

Basic Colors:

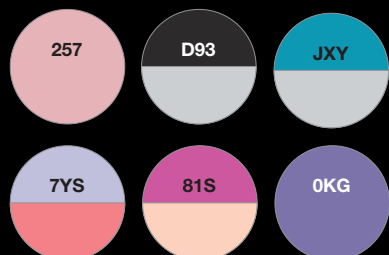
Gentle Peach **257**, Black/Silver Lurex **D93**

Fashion Colors:

Turquoise Glaze/Blue Whimsy/Silver Lurex **JXY** (1/15/17),

Urban Lilac/Ripe Papaya Red **7YS** (1/15/17),

Honeymoon Pink/Au Natural **81S** (3/15/17), Lilac Blossom **0KG** (3/15/17),





HU22 Lightweight Comfort

Wirefree

Ship Date: 12/15/16

MSRP: \$36.00

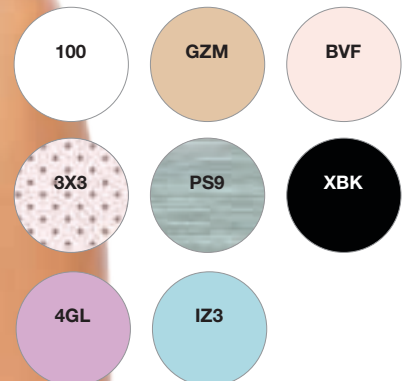
Sizes: S-2XL

Basic Colors:

White **100**, Soft Taupe **GZM**,
Porcelain **BVF**, Light Buff Dot Print **3X3**,
Silver Shadow Heather **PS9**, Black **XBK**

Fashion Colors:

Lavender Sparkle **4GL**, Whispering Blue **IZ3**



NEW



MAIDENFORM® S H A P E

firm
FOUNDATIONS

INNOVATION TAKES SHAPE

ANTI  STATIC

NO 
PINCH

TOP SOLUTIONS

TUMMY SOLUTIONS

BOTTOM SOLUTIONS

ALL-OVER SOLUTIONS



MAIDENFORM®

TUMMY SOLUTIONS

DM5000

Firm Foundations

Hi-Waist Brief

Ship Date: 12/15/16

MSRP: \$42.00

Sizes: S-2XL

Basic Colors:

Black **XBK**, Latte Lift **A2Q**

XBK

A2Q

ANTI  STATIC



BOTTOM SOLUTIONS

DM5001

Firm Foundations

Hi-Waist Thigh Slimmers

Ship Date: 12/15/16

MSRP: \$50.00

Sizes: S-2XL

Basic Colors:

Black **XBK**, Latte Lift **A2Q**

XBK

A2Q

ANTI  STATIC





TUMMY SOLUTIONS

DM5003

Firm Foundations

Waist Nipping Brief

Ship Date: 1/15/17

MSRP: \$48.00

Sizes: S-3XL

Basic Colors:

Black **K9L**, Latte Lift **DTJ**

K9L

DTJ

ANTI  STATIC

TOP SOLUTIONS

DM5002

Firm Foundations

WYOB Torsette

Ship Date: TBD

MSRP: \$52.00

Sizes: S-3XL

Basic Colors:

Black Combo **K9L**, Latte Lift Combo **DTJ**

K9L

DTJ

ANTI  STATIC





MAIDENFORM®

ALL-OVER SOLUTIONS

DM5004

Firm Foundations

WYOB Bodybriefer

Ship Date: TBD

MSRP: \$57.00

Sizes: S-2XL

Basic Colors:

Black **XBK**, Latte Lift **A2Q**

XBK

A2Q

ANTI  STATIC



BOTTOM SOLUTIONS

DM5005

Firm Foundations

Thigh Slimmer

Ship Date: 4/15/17

MSRP: \$42.00

Sizes: S-2XL

Basic Colors:

Black **XBK**, Latte Lift **A2Q**

XBK

A2Q

ANTI  STATIC



BALI[®]

S H A P E

INNOVATION TAKES
S H A P E



BALI®

TUMMY SOLUTIONS

DF6510

Ultra Control 2-Pack

Cottony Brief

Ship Date: 1/15/17

MSRP: 2/\$36.00

Basic Sizes: M-3XL

Basic Colors:

Soft Taupe/Soft Taupe **VVH**,
Sheer Pale Pink/Sheer Pale Pink **4WB**,
Light Beige/Light Beige **4WB**,
Private Jet/Light Beige **BJJ**

VVH

4WB

4WB

BJJ

SmoothTec™

WICKING

BALI®

TOP SOLUTIONS

8L12

Lace 'N Smooth®

Cami

Ship Date: 1/15/17

MSRP: \$42.00

Sizes: M-3XL

Basic Color:

In The Navy **1BF** (1/15/17)

1BF

TUMMY SOLUTIONS

8L14

Lace 'N Smooth®

Brief

Ship Date: 1/15/17

MSRP: \$24.00

Sizes: M-2XL

Basic Color:

In The Navy **1BF** (1/15/17)

1BF



Notes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

2017

Spring Market Guide

Hanesbrands, Inc.
260 Madison Ave., 14th Floor
New York, NY 10016