



This smile is as genuine as listening to "Sweet Caroline" at 44 seconds in. The simple joy rushing through your body and a natural dance movement takes over. It's almost as if this song were as good as a t-shirt made from 100% real cotton.

Hanes Choosing us means choosing you.

Real humans, real smiles, and
real laughter. We don't know
what exactly they're laughing
at, but we know it's not about
an uncomfy T-shirt. Made
from 100% cotton and proven
to create authentic smiles.



Hanes Choosing us means choosing you.

Listen, we get it.

We know you're a college kid
who doesn't want to buy another plain white T shirt
—but that's the perfect thing with Hanes.

Whether you choose to crop it with jeans,
wear it with sweats to bed, or tie it to make it tight—
the options are unlimited.



Hanes

Choosing us means choosing you.

That victory air fist
when you receive an A
on the paper that you spent hours
and blurred vision working on.

The hard work paid off—
just like our hard work pays off
in our 100% cotton T-shirts.

Now you can relax
in comfort
and take a victory nap.



Hanes

Choosing us means choosing you.

That friend that you
wanted to catch up with turned into a 4 hour debrief
about what your roman empire is. Losing time means
you're in good hands and forget about everything else,
and that's exactly how you'll feel with hanes—
like you're in good hands.



Choosing us means choosing you.

Life's full of surprises.
You put on your favorite old jeans
and you find a hidden surprise
– a crumpled \$20 that you forgot about.

Your night just got a whole
lot better and your long week doesn't seem so long.

But you know what would
be even better than that?
Wearing a staple white Tee
made from 100% cotton.
There's no surprises with us.



Hanes Choosing us means choosing you.

There are some feelings in life that can't be explained.
Like the feeling of biting
into a warm, doughy
cookie on a cold rainy day.
But you know what
might be a close second?
Is having a comfortable
and reliable t-shirt to
cherish those indescribable
moments of joy.



Hanes

Choosing us means choosing you.

Whether you're actively
looking for love or not,
when you've found
the right fit you'll know it.
And even when
you're not looking,
a T-shirt made from
100% cotton
will appear in your closet,
reminding you
that easy love exists.



Hanes

Choosing us means choosing you.