

Hanesbrands plans to hire 200 for new distribution center in High Point

*By Richard Craver
Winston-Salem Journal
November 20, 2018*

Hanesbrands Inc. said Monday it has signed a lease for a 340,000-square-foot distribution center in High Point to enhance product support for its Champion brand. The center at 4190 Eagle Hill Drive was recently occupied by Ralph Lauren.

Hanesbrands plans to begin operations in the center in January with about 200 new hires. The company has not disclosed how it plans to hire the new employees. The deal was brokered by William Woltz at Triad Commercial Properties.

Spokeswoman Carole Crosslin said the center will focus mainly on men's athletics and jersey apparel.

The company said in its third-quarter earnings report on Nov. 1 that it was planning to make "incremental inventory investment to support accelerating Champion growth."

Hanesbrands, based in Winston-Salem, has about 2,500 employees in Forsyth County.

As of Dec. 30, 2017, Hanesbrands had 43 distribution centers — 14 in the U.S. and 29 international. That includes a 900,000-square-foot facility in Rural Hall.

"We internally manage and operate 32 of these facilities, and we use third-party logistics providers who operate the other 11 facilities on our behalf," the company said in its fiscal 2017 report.

Champion has become a focal point for Hanesbrands in recent years, which includes spending \$228 million to reacquire Champion Europe and \$30 million for the rights to Champion in Japan.

The Champion Athleticwear brand has standalone retail stores in Boston, Chicago, Los Angeles and New York.

Although the company doesn't break out individual brand revenue performances, it said in the third-quarter report that activewear and International sales increased 7 percent and 11 percent, respectively, "benefiting from strong Champion growth."

Champion sales growth "was broad-based, increasing across channels, including sporting goods retailers, mid-tier department stores, college bookstores, mass merchants, online and company-owned stores.

"Global Champion growth outside the mass channel is expected to remain strong."