

Men's Briefs Borrow Old Trick From Wonderbra

July 4 issue - Men's briefs are borrowing an old trick from the Wonderbra: companies are engineering their latest styles to provide more of a lift. Why? Guys who wear tighter pants are demanding undies with snugger cuts. Plus, these supportive pouches build confidence—or at least that's how the lines are marketed. tip sheet's Ramin Setoodeh recruited volunteers to test out the newest styles. Here's how they shaped up.

- 1. ADAM PLUS EVE.** A center seam in the pouch holds everything up; less fabric at the hips prevents bunching under tight jeans. How it feels: "Like wearing your mother's underwear." Watch out for a wedgie.
- 2. UNICO** (\$15; freshpair.com). This pair is cup-shaped to enhance what nature gave you. Comes with a strip of mesh, if you prefer to walk on the wild side. How it feels: "Too tight. I don't think I could wear them for more than an hour."
- 3. C-IN2** (\$15; freshpair.com). A microfiber sling is sewn into the pouch. Slip it on for a lift-and-separate effect (not unlike your girlfriend's bra). How it feels: "Damn sexy." Still, "it could use some instructions."
- 4. DSQUARED.** These ride lower and the pouch is cut shorter for extra lift. How it feels: "These did fill [me] out more—and they're still fairly comfortable."