

Freshpair – National Underwear Day

<http://online4shop.com/women-lingerie/freshpair-national-underwear-day/>

National Underwear Day

In 2003 the FreshPair.com team began collecting signatures to petition for an official day of appreciation for what lies beneath. Freshpair Chief Operating Officer, Michael Kleinmann, believes that “underwear should no longer be merely the first thing you put on and the last thing you take off, but the most important thing you wear all day.” Following that credo, National Underwear Day was created as a time for everyone to feel comfortable mentioning “unmentionables,” and celebrating skivvies.



From Marlon Brando rending his undershirt in *Streetcar*, to the sexual revolution, to Helmut Newton’s lingerie-clad vamps, underwear has come a long way from being coyly referred to as “unmentionables” in American culture. A watershed event was the unveiling of Calvin Klein’s giant underwear billboard ads in Times Square in the Eighties – a statement of unflinching exposure that almost single-handedly transformed the public’s perception of underwear from ‘necessary undergarment’ to a brazen gesture of style and freedom.



In this spirit – and in the spirit of many underwear brand images today – we at Freshpair decided to launch National Underwear Day. Founded in August 2003, National Underwear Day is an event that evokes the care-free attitude of Sixties ‘happenings’, when free spirits took control of public spaces as venues for their art, their message. Our message at Freshpair is the belief that underwear deserves a lot more recognition than it gets. Americans spend more than \$13 billion on intimate apparel each year and for that kind of money, we feel it is our duty to tell the world. With National Underwear Day, we’ve taken underwear out of the dresser drawer and into the streets – by sending twenty male and female models out clad only in our finest undergarments.



In the heat of Manhattan summer, our underwear ambassadors wander through heavily-trafficked locales such as Times Square and Penn Station, modeling some of today's hottest brands for unsuspecting – yet pleasantly surprised – shoppers, tourists and die-hard New Yorkers who think they've 'seen it all'...until now. More than just eye candy, our models conducted various surveys on undergarment choices and asked people to sign a petition which urges official recognition of this underwear-honoring day.



This year, on August 10th, we did it again. The response was overwhelmingly positive and tens of thousands of people joined in the celebration across the country. National Underwear Day is the day when underwear becomes not just the first thing you put on and the last thing you take off, but the most important thing you wear all day.

So, make sure you're wearing a fresh pair.

National Underwear Day: from Freshpair.com

Freshpair.com is one of the leading online retailers of women and men's intimate apparel. Freshpair.com has developed sizing guides, information on what to wear, a trends section and many more resources to provide you with insightful information to ensure you get the most out of your purchases.