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National Underwear Day on August 5

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<http://www.the-lingerie-post.com/2009/07/national-underwear-day-on-august-5/>

Freshpair.com has been celebrating National Underwear Day for the past six years ([see our archives for past coverage!](#)).

In the past, Freshpair invaded New York City with fashion shows, underwear-clad models, and New York City underwear giveaways. Last year, the fashion show was a celebrity-studded renegade sidewalk show.

The the seventh year, the National Underwear Day celebrations are a little different. They have moved online so all of us can join in the fun (not *only* the lucky lingerie lovers in NYC)! There will be underwear contests, huge sales, and giveaways sponsored by 2(x)ist, [Calvin Klein Underwear](#), [Diesel](#), [Wacoal](#), and [Natori](#) all throughout the month of August. Over twenty brands will participate in exclusive events in celebration of the day.

Michael Kleinmann, president of Freshpair, said,

“We realized that we were not being true to our loyal and growing customer base by just having a New York City presence. Our world is the internet and therefore we felt that we had to make National Underwear Day a National event by taking it online.”

We'll keep you updated on the National Underwear Day celebrations!



National Underwear Day 2008