

Freshpair Moves Underwear Holiday Online

By Amanda Torres

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On August 5th, FreshPair.com will begin its 7th annual National Underwear Day celebrations. But unlike years past, the celebration will take place in Cyberspace.

For the past six years, the e-tailer of men and women's undergarments has held a fashion show in New York City to celebrate National Underwear Day, which it founded. This year, however, the festivities will take place through the company's website. FreshPair.com reported that it is "focusing on its online roots" so that "participation can be nationwide." The retailer did not mention the recession as among its reason for discontinuing the live event.

"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," Michael Kleinmann, president of the company, explained.

As in past years, the Freshpair.com celebration will include a runway show and underwear give-a-ways, and the company will celebrate it for the entire month of August. Underwear contests and giveaways are sponsored by 20 brands including Wacoal, Natori, 2(x)ist, Calvin Klein Underwear and Diesel, among others.

In preparation for the underwear holiday, Freshpair has conducted its annual survey to assess the latest consumer preferences and trends. This year's survey revealed that three times the number of men prefer briefs over boxers, and for women, bikini briefs are the most popular panty style.



Photo from Freshpair.com