

National Underwear Day, August 5th

His Own Style - Friday, July 31, 2009

<http://www.hisownstyle.com/2009/07/national-underwear-day-august-5th.html>



Photo courtesy of Freshpair.com

National Underwear Day was founded, and had its inaugural celebration in August 2003. For the past six years, Freshpair has invaded New York City the first week of August with a full-blown fashion show and scores of gorgeous models in their underwear on National Underwear Day. Last year the annual renegade sidewalk fashion show transformed into a celebrity-studded fashion event, hosted by actress and fashion maven Lydia Hearst. This year, in response to popular demand, the event has grown into an online underwear extravaganza! Bringing the celebration online will allow Freshpair to unite the growing crowd of National Underwear Day loyalists across the country and around the world!

This year's National Underwear Day will take place on Wednesday, August 5th, 2009, but Freshpair will be celebrating the entire month of August. Underwear contests and giveaways sponsored by 2(x)ist, Calvin Klein Underwear, Diesel, Natori, Wacoal and many more will take place throughout the month on Freshpair.com. Now everyone can participate in the underwear holiday!