



August 15, 2005

Underwear Riot

Times Square, one of the busiest hubs of commerce, culture and bright lights in the world, is a showcase for craziness. On any given day, MTV's "TRL" aims its cameras on the roaming hordes of music-loving kids, the naked cowboy shows off his physique to passing tourists, the military recruits new soldiers, and demonstrators for every issue known to humankind shout their messages through the loud din of cabs shooting down Broadway.

This past week, in true Times Square spirit, a gaggle of citizen models took over the center patch of concrete in nothing but their [underwear](#), proudly proclaiming the virtues of [undergarments](#) while demanding support from passersby for [National Underwear Day](#).

There weren't any Molotov cocktails; no blood was spilled. But when you roam through a public square in your dainties (especially a square as public as this one), it's a veritable cultural riot! Accordingly, the crowds gathered -- fast.

As the [underwear](#) rioters took to the streets, tourists whipped out their cameras, a beat cop strolled into the growing mob (phew!) and cabbies leered out their windows as they sped past.

These idealistic renegades grabbed pens and paper and wended their way through the crowd. "May I ask you a question?" one model, decked out in a pair of red print [briefs](#), asked me. "Do you prefer [boxers](#), [boxer-briefs](#), or [briefs](#)?"

I answered -- and he quickly moved on to the next person, gathering evidence that in fact most men do prefer one type of [underwear](#) or another. Of course, "Nothing!" was an option.

Though it wasn't clear what he'd do with this information at the end of the day, I was convinced. Everybody likes [underwear](#), or at least has an opinion about it (some actually do hate it). Why not make it a national holiday?

There were two classes of [underwear](#) rioters. The beautiful ones were charged with demonstrating the wonders of [panties](#), [boxers](#), [briefs](#) and such. Then there were the clothed rioters: They stood in the back, fully dressed, with placards strapped to their backs. Why they weren't allowed to drop their pants, no one knows. Perhaps the placards chafe when placed on bare skin?

One thing is clear. If this holiday does ever gain official status, those without godlike



PRESS COVERAGE

bodies may have to fight for the right to stroll through crowds in nothing but their [panties](#) and manties, just like us beautiful people. [Underwear](#) power for all!

The protestors set up huge tubes set up for those who wanted to change out of their current [underwear](#) and try on something new and sexier. Anyone could do it (fair enough), and those who did were rewarded with a free pair.

Call it what you will -- a riot, a demonstration, or a marketing stunt -- but clearly, there's a need in contemporary America for a little more [underwear](#) time.

The crowd spilled into the streets. Business as usual continued. But consciousness was raised, fun was had and those fortunate enough to wander by were supported in their latent desire to wear just a little bit less -- say, like no pants -- on this hot, humid New York day. Though a fledgling movement -- only in its third year -- [National Underwear Day 2005](#) was a smashing success.

But there's no need to wait until next year to join the protest. If wearing nothing but [underwear](#) is ever to become acceptable workplace attire, we must all take action now! Make the [unmentionables](#) mentionable! [Lingerie](#) is A-OK! From shorts to long johns, it's your duty to the community: Go to work in your [skivvies](#), and soon every day will be [National Underwear Day](#).

And a big thank you to these brave model citizens for putting themselves on the front lines of fashion so that we can all live in a slightly freer society.