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Undies Day

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Undies day

No need to get your undies all in bunches: They will be the cause celebre Wednesday, at least in New York, where National Underwear Day gets under way. Founded by the Internet retailer Freshpair.com, the third annual event will include a parade of models clad in nothing more than hoity-toity underwear. "National Underwear Day was created to bring attention to something almost everyone wears, but that rarely gets the attention it deserves," says Freshpair chief operating officer Michael Kleinmann.