



Shake Your Groove Thing

Many of you may have already heard of the new line of Levi's jeans due out later this year, the iPod compatible RedWire DLX jeans: "With a joystick remote control built into the watch pocket, the new jeans will allow wearers to play, pause, track forward or back and adjust the volume on their iPods without having to take them out of their pockets." There is also a built-in pocket designed to "conceal the bulge of the iPod."

But Levi Strauss is a bit late to the concealment racket, at least as far as the iPod is concerned, since iPod-friendly underwear produced by Play, wittily named the iBoxer, is currently ready to ship. These boxer-briefs come in three standard colors (turquoise, black, and orange) with other print patterns available.

Worried about concealing the bulge? The iBoxer promises "a discrete front pocket." FreshPair.com, a distributor of undergarments, also assures us that for every 2 iBoxers purchased, we'll get 3 Free iTunes (Coupon Included in Order). Top sellers include Sir Mix-a-Lot's "Baby Got Back" and The Black Eyed Peas' "My Humps" (iTunes required).

I've resisted the urge to pain you, dear readers, by posting a picture of the iBoxer, but for those of you who are gluttons for punishment, [click here](#).

On a more serious note, Apple should perhaps be concerned about market saturation. The typical cycle for pop culture rotations is the move from popularity in an underground sub-culture to the broader marketing and popularization of the movement. This is followed by backlash from the sub-culture and the accusation of "selling out" to corporate interests. We've yet to see whether such a backlash will occur from the tech-savvy (much like what has occurred against Microsoft).

And while Pat Buchanan recommends buying up gold reserves, I for one am waiting for the day when the currency switches over from dollars to iPods. Here's a sample conversation:

Buyer: "How much is that 60 GB iPod?"

Seller: "3 iPod Shuffles."

Buyer (crestfallen): "But I only have 1 iPod Shuffle and 1 iPod Nano!"

About Freshpair

Freshpair is a leading Internet retailer of men's and women's intimate apparel, offering hundreds of styles of bras, panties, t-shirts, boxers, briefs, socks, sleepwear, and more. From full-figure to petite, shapewear to thongs, boxers to briefs and everything in between, we are the ultimate destination for intimate apparel shopping. Freshpair.com carries many of the major brand names including 2(x)ist, C-IN2, Calvin Klein, Wacoal, Chantelle, Le Mystere and Bali.