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Cosmo Peeks Inside His Pants

Not to knock a nude dude, but a hot guy in just his skivvies can be pretty damn sexy as well. And that stripped-down state of being is getting a whole lot more interesting. Read on for the details.

By JENNIFER BENJAMIN

There was a time not too long ago when, if you peeled off a guy's jeans, you knew exactly what to expect – a pair of boxers. But that has all changed. "These days, guys are taking more of an interest in the clothes they wear, including their undergarments," says Michael Kleinmann, president of Freshpair.com, the largest online retailer of men's underwear. In fact, according to Kleinmann, the top-selling style of men's undies is the sexier, more stylish boxer brief because, as one 32-year-old guy told us, "They keep the boys in place but aren't too tight." The runners-up: briefs followed by trunks.

To meet the demand for fashionable choices (the men's underwear market has grown more than 14 percent since 2004, according to retail-tracking company the NPD Group), companies have come out with a range of new colors and cuts. Suddenly, seeing a dude in his drawers has gotten more intriguing than ever. Turn the page to find out what else is going on below his belt.

BOXER BRIEFS:

While boxers were once an old standby, they bunch up under a slim-fitting pant and aren't as supportive for the gym-going guy. The solution: boxer briefs. "They're the best of both worlds – I can work out in them, but I won't look like a preteen when I strip down in front of a girl," says Brad, 28. In fact, you'll find a whole range of dudes wearing these because they're so perfectly suited to the everyman.

BRIEFS:

Still, many men feel like if it ain't broke, why fix it? That's the reason they prefer the tightie-whitie style they've worn since they were potty-trained. "A man who chooses this boyish cut is practical but may not be ready to grow up," says Lauren Deatherage, product trend analyst for menswear at Cottin Incorporated.

TRUNKS:

This style is the David Beckham of undies: athletic, Euro, and ridiculously hot. And the guy who favors them is equally edgy. "A few years ago, this updated version of the boxer brief came out because men didn't like how the longer version kept riding up," says Kleinmann. "It's cut with shorter legs to lie flatter under pants."



PRESS COVERAGE

BOXERS:

The boxer short used to be a favorite among men because it was roomy and more grown-up than the brief. These days though, it's the lowest-selling style. "Pants are now cut slimmer, so boxers don't fit as well underneath them," says Deatherage. "The guy who wears these is more of a traditional man's man who doesn't buy into a lot of the fashionista hype."

BOLD COLORS AND PATTERNS:

As a way to express themselves (sorta), a lot of men are choosing funky print and bright colors over traditional white, gray, and black. In fact, since 2006, Freshpair's sales of colorful have grown by 5 percent. "It's the biggest new trend right now because men now see underwear as more of a style statement," says Kleinmann.

LOW-RISE:

Another growing trend in both boxers and briefs are the styles cut to the hip. Kleinmann has seen sales of these sexy skivvise climbing quickly over the last couple of years. "The low-rise fits better, looks better, and goes well with lower-slung pants, which makes them ideal for the metrosexual man." Although more and more dudes are catching on, it's still more of a niche group – not for the guys swilling beers and watching sports.

About Freshpair.com

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