



## Times Square to Host Underwear Fest

Freshpair.com will stage its fourth annual National Underwear Day celebration here on Wednesday. The marketing promotion will have 43 male and female models, clad only in the latest styles of skivvies, roaming the Times Square area, including an elevated catwalk on the island that houses the U.S. Armed Forces recruiting station.

"On National Underwear Day, underwear finally gets the recognition it truly deserves," said Michael Kleinmann, president of Freshpair.com, which has partnered for the event this year with Puma, Hugo Boss, 2(x)ist, Diesel, Papi, Ginch Gonch, Play, Rips, Men's Health and Cotton Inc., among others.

Passersby will be offered the opportunity to duck into tents and change into new underwear, with sponsors planning to give away 4,000 pairs of undies. Hugo Boss plans to park a shrink-wrapped bus in Times Square to house its consumer outreach efforts and provide a changing room for underwear recipients.

In order to glean data on consumer attitudes, Freshpair.com surveyed 125,000 of its online customers over the past year on their style preferences. According to the findings, 41 percent of males prefer to wear briefs; 27 percent, boxer briefs; 14 percent, trunks; 12 percent, boxers; and 4 percent, thongs.

Interestingly, women have a markedly different take on the subject, with 57 percent of them preferring men to wear boxers, according to the Cotton Inc. Lifestyle Monitor. Clearly, however, when it comes to their skivvies, men like some support. – David Lipke

### 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.