

Daily Oklahoman

## Respect is sought for undies

By: Linda Miller; Fashion Editor

August 10, 2003 Sunday

FRESHPAIR.COM thinks underwear deserves more respect.

Personally, I think it needs to be kept undercover a bit more. Am I the only one tired of seeing thongs peek above low-riding pants?

True, underwear isn't the unmentionable subject it once was. That's not necessarily a bad thing. But Freshpair.com thinks we haven't come far enough. Americans spend more than 12 billion on undies, and as a result, thongs, bikinis, boxers and briefs should have their own day.

The Internet retailer is sponsor of National Underwear Day, which is Wednesday. To get everyone thinking about underwear, nearly two dozen male and female models will descend on New York City's hot spots, seeking signatures to get the day enacted nationally.

Did I mention the models will be wearing only underwear?

Without a doubt, the subject is an interesting one. Historically, underwear was worn to prevent infections. Centuries ago, only wealthy noblemen could afford to adorn their bodies with undergarments. Then, in the 18th century, with the introduction of linen, underwear became available for the masses.

In celebration of the garments that are the first to go on and the last to come off, here's a brief look at underwear:

\*The term "drawers" originated from the drawstring that was sewn into underpants manufactured in 1791.

\*The term "lingerie" comes from the French word "linge," meaning linen.



## PRESS COVERAGE

\*The first modern bra was invented by a New York socialite named Mary Phelps Jacob in 1913. She took two handkerchiefs, ribbon and some cord to devise a simple backless bra, which she patented in 1914.

\*Men spend about 3.4 billion annually on underwear.

\*Women spend about 8.6 billion annually on underwear.

\*Size of panties needed for the Statue of Liberty's 35-foot waist: Size 360.

\*Percentage of men who prefer boxers: 30 percent.

\*Percentage of men who prefer briefs: 31 percent.

\*Percentage of men who prefer thongs: 21 percent.

\*Percentage of women who prefer panties: 52 percent.

\*Percentage of women who prefer thongs: 31 percent.

\*Percentage of women who never attempt to keep their panties from showing: 57 percent.

\*Percentage of men who have tried on women's underwear: 73 percent.

\*Percentage of men who would like to wear g-strings but never have: 45 percent.

If you think underwear needs its own day of recognition, the petition can be signed online at [www.freshpair.com](http://www.freshpair.com).

But please keep this in mind: You need not showcase your underwear in public to show your support of National Underwear Day. Simply leave a shirt button undone, suggests Freshpair.com.

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