



August 3rd, 2006

Skivvy Celebration

Big D's heat getting to you? Cool down on Wednesday — it's National Underwear Day

Why let New York have all the fun? For the past three years, hardbody models clad in bras, thongs, lacy lingerie, boxers and tighty-whities have traipsed through midtown Manhattan on Aug. 9.

Launched by Internet retailer FreshPair.com, the annual event heralds National Underwear Day. While it started in the Big Apple, Big D could certainly benefit by adopting this fashion-conscious holiday — especially since we're all practically melting and it hasn't rained in forever.

What's the big deal about underwear anyway? Most of us wear undergarments every day. They're the first things we put on and the last we take off. And they can be such expressive elements of style. So show 'em off.

Also, a male modeling Web site is encouraging shoppers to submit cellphone snapshots of the best and worst male underwear packaging in the United States. Digital photos can be sent via Sprint's Picturemail service to: CampusMen@pm.sprint.com.

Papi underwear — made by Undergear — has plenty of enticing styles. And these ain't your daddy's panties. Take a look at the AeroCool brief (\$22), pictured. Who wouldn't want to see more of that on Wednesday?

Papi available at Undergear.com. And Dallas has scads of underwear retailers: Outlines, Skivvies, Electrique Boutique, Union Jack and Crossroads Market.

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.



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