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National Underwear Day is gay Christmas!

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National Underwear Day is the creation of [Freshpair](#), a leading online underwear store. Freshpair President Michael Kleinmann was moved by the "quiet revolution" he saw happening in America's dressing rooms, ushering in a new generation of super-fashionable, sexy and comfortable men's drawers and ladies' lingerie.

"We created National Underwear Day so everyone could celebrate it the way we (at Freshpair) do each day," Kleinmann told Gay.com. "Think about how you pick out your underwear in the morning -- we choose underwear that fits our mood and or outfit. Underwear is the most important thing you wear all day."

Will event founder Kleinmann be joining the nearly-naked set? "After a couple cocktails, sure," he laughs. "Seriously, I do plan on going in my underwear at some point, however the male models are tough competition."

We at Gay.com will be there to watch. We're covering National Underwear Day all week long. Watch this space for video footage of the models strutting down Broadway in their underwear, photos of guys and gals in hot new styles, exclusive personal pics of your favorite RockOut music artists in their tighty whities, fun surveys, profiles of underwear designers, and much more stretchy cotton fun!

Welcome to Gay.com's first annual National Underwear Week!

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