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## National Underwear Day Covers Up for 6th Anniversary

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NEW YORK, July 16, 2008 /PRNewswire via COMTEX/ -- For the past five years, Freshpair has invaded New York City's Times Square in early August with a full fledged fashion show and scores of gorgeous models in their underwear in celebration of National Underwear Day. What started out as a renegade sidewalk fashion show has become one of the most highly anticipated fashion events of the year!

Until now, National Underwear Day has followed a familiar format, a runway show and give-a-ways in Times Square. This year for the sixth anniversary, Freshpair is shaking things up even more by bringing the celebration indoors to the glamorous venue Espace to accommodate a growing crowd of National Underwear Day loyalists which includes media and international tastemakers.

Freshpair may not be taking over Times Square this summer, but National Underwear Day will still take the streets of Manhattan by storm! Underwear giveaways sponsored by Unico, Wigwam, Diesel and 2(x)ist will take place in various locations across the city throughout the day. Thousands of pairs of underwear will be given away to lucky passersby.

"We love the energy of Times Square. But this year, bringing National Underwear Day indoors to Espace allows us to really up the ante. It is the ultimate celebration of the intimate apparel industry, giving people a reason to mention their unmentionables. National Underwear Day boasts the biggest underwear runway show to date!"

-- Michael Kleinmann, President, Freshpair, Inc.

National Underwear Day will take place on Tuesday, August 5th and Freshpair will host 500 VIP guests, celebrities and influencers. Male and female models clad in today's hottest brands including Diesel, 2(x)ist, DKNY, Sean John, Champion, Wacoal, Natori, Le Mystere, Unico, Baskit, 3G, Go Softwear,

Nautica, Tommy Hilfiger, Giulio and Report Collection will tear up the runway in the season's latest styles. Additional participants in National Underwear Day Festivities include shoes.com, Wigwam, Pure Style Girlfriends, Body Wrap, Makeup Designory, Operation Game and Soak Wash. A celebrity host and attendance will be announced.

And to top off the festivities, there will be a special guest that will make a one-time-only runway appearance.

### About Freshpair

Freshpair is the leading online retailer of men's and women's intimate apparel. With over 100 brands available on the site, Freshpair is the premiere online destination for everything underwear. Freshpair is also the founder of National Underwear Day. Freshpair's exceptional customer service and huge selection help make every shopping experience comfortable and convenient. At Freshpair, you can buy underwear in your underwear. Freshpair also offers Free Shipping on US orders. Visit Freshpair at [www.freshpair.com](http://www.freshpair.com).

### SOURCE Freshpair

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