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### Michael Kleinmann

President of [Freshpair.com](#)



Michael Kleinmann has been a visionary in the intimate apparel industry for several years, consulting, speaking and writing about upcoming trends in Cosmopolitan and DNR fashion magazines, The New York Times and The New York Post, and others major news outlets. His expertise extends across both the men's and women's markets

in fabrication, design, e-commerce, marketing, and customer service.

Since becoming president of Freshpair.com in 2002, Kleinmann has drawn on his information technology and digital branding background to assemble a world-class team and establish an adaptive, consumer-friendly, leading edge e-commerce site. Kleinmann's entrepreneurial spirit and creative marketing have helped Freshpair to quickly become a recognized force in the intimate apparel industry.

Michael Kleinmann is also co-founder of [National Underwear Day](#).

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