

Jammies and Undies on the List...

In early August, I went to New York to attend National Underwear Day.



I read about it at freshpair.com, an online underwear retail site known for its innovative marketing strategies and make-a-difference conscience. I was particularly curious because I am currently working on a project, outside of the magazine, that has to do with underwear. This trip, therefore, was vital to my research!*

I was one of the many gawkers who gathered in Times Square to watch the panty parade on the big runway.



I also waited in line patiently in roughly 100° weather to receive my free “fresh pair.” National Underwear Day is not yet as popular as Mother’s Day or Christmas –but just wait, what’s steamy inevitably gathers steam!