

# THE NEWS & OBSERVER

May 23<sup>rd</sup>, 2007

## Lifestyles

A brief answer to Laura's lament

Last week, Laura lamented the dearth of festive options in men's underwear. "Where can I find some pizzazz for my male friends and relatives?" pleaded she.

We shared her plea; CIO's non-commando community responded with two suggestions.

"She should try the Jockey Web site, ([www.jockey.com](http://www.jockey.com))," wrote CM in Durham. "Check on the men's section and go to briefs. They have a selection called 'Next to Nothing,' I believe, that shows just what she's looking for. Bikini briefs, made of synthetic fibers (for easy washing and quick drying), in a variety of colors. I can tell her that they are comfortable, and fun to wear. My only complaint is that the color palette could be a little broader. Perhaps, in time, that will come, too."

We followed CM's instructions, took the well-concealed path to "Next to Nothing" and, after wondering why male underwear models pose with their right hand tucked partially into their briefs -- appealing to the fashion-conscious chronic scratchers in the crowd? -- were only mildly impressed. Though offered in nine colors, we agree that the Sherwin Williams-inspired palette is lacking. All solids, too.

We also heard from Ken: "Have Laura check out [Freshpair.com](http://Freshpair.com), the most amazing selection of underwear on the planet."

First, you have to like the place just based on its name. Gets across the point that you need more than one pair of undies in your arsenal. Second, we were impressed by the fact no models had their right hands stuck into their shorts. (Perhaps because few of the shorts had much room to stick into.)

And we would have to agree with Ken: We defy you to show us more underwear under one e-roof on the planet! Mansilk Silk Knit Thongs, Magic Silk Charmeuse G-String Pouches, an abundance of briefs that ... flatter. And in all kinds of non-home-decorating-inspired colors.

## About Freshpair.com

Freshpair is a leading internet retailer of men's and women's intimate apparel, offering hundreds of styles of bras, panties, shapewear, t-shirts, boxers, briefs, trunks, socks, sleepwear and more. From petite to full-figure, shapewear to thongs, boxers to briefs and everything in between, we are the ultimate destination for intimate apparel shopping. Freshpair.com carries a wide selection of the major brand names for men and women including: 2(x)ist, C-IN2, Calvin Klein, Wacoal, Chantelle, Le Mystere and Bali.