

Retail Week

## **Shopping around - US Web retailer demands pants celebration day.**

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In case you didn't know, August 13 could become National Underwear Day in the US. Or at least it will if online retailer freshpair.com has anything to do with it. In a rallying cry, the company demands on its site "a national day where underwear will take centre stage".

In the kind of stunt that has come to typify the brazen publicity-seeking of dotcoms, the e-tailer arranged for models to hit the streets of New York at the crack of dawn, dressed only in - you guessed it. The online specialist hopes to get national recognition for the day by collecting signatures of support.

Brits are unlikely to be keen on airing their smalls in public, but, what with all the fuss about nude hiking, maybe it could catch on here too.

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