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## **Celebrating National Underwear Day!**

(New York - WABC) - How many pairs of underwear do you own? It turns out, Americans spend quite a bit on their undergarments, items most people never see.

This section of the retail market is booming as these items are no longer just necessities; bras and underwear are now also for adornment and embellishment. Women are wearing them with enjoyment.

In Times Square, there was a fashion show celebrating National Underwear Day, and when it comes to what you wear under all your clothes, turns out, women stock up.

"Most women wear 27 bras and wear the same two everyday ... they're not comfortable," one person said.

In fact, technology has come a long way. One bra we found has no stitches, seams or labels -- nothing to irritate you. And of course fashion plays a huge role as women are showing off their inner wear wearing casual pajama like pants in public and colorful flirty camisoles front and center.

"Lingerie was taken from the bedroom to the board room ... everyone is wearing lingerie because it makes them feel good," Rebecca Aspan said.

Rebecca Apsan own the Petite Coquette and is about to release her book, "Lessons in Lingerie." She believes what you put on first makes all the difference.

"I've always said lingerie is like a good man ... never let you down," she said. And so women spend \$10 billion dollars a year on lingerie. Victoria's secret dominates the market with 1000 stores, but retailers like American Eagle and Chicos both plan to open speciality stores for intimate apparel.

And Bloomingdales has just revamped its intimacies department. The new look? Less cluttered displays, more mannequins show more looks, there are higher end labels and roomier dressing rooms each equipped with a phone so that you can just pick up and a sales person will bring a different size to you.

At least, keeping shopping for intimate apparel, an intimate experience.  
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## PRESS COVERAGE

### About Freshpair:

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