

Sex, Skin and Skivvies: The View From National Underwear Day

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It was hard-body heaven at National Underwear Day.



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NEW YORK (AdAge.com) -- Gallivanting through the streets as well as down the runways at Manhattan's Espace hall, the annual National Underwear Day was a celebration of sex, skin and skivvies this week. Organized six years ago by Freshpair.com, an online underwear retailer, the promotion has evolved from a simple PR stunt into a mainstream fashion event. Where else would we have learned that sales of men's bikini briefs increased by

12% last year?