

Baring it All

National Underwear Day celebrates the art of the underpinning

Thursday, August 07, 2008

(NEW YORK) There was no lack of eye candy at Tuesday night's party at Espace hosted by Freshpair.com for the 6th Annual National Underwear Day. With 10 runway shows and a side display of boys (and a few girls) in strictly underwear, things became hot--and not strictly temperature-wise. Hoots and hollers accompanied the shows, while a few engaged in Wii competitions alongside the runways. Along with the copious amounts of bare skin, there was also an excess of reality stars, as *Bravo* brought **Suede** from *Project Runway*, as well as cast members from not only the *Real Housewives of New York*, but also the New Jersey variety. "We're one big entourage," exclaimed **Ben** from *Make Me a Supermodel*, who recently signed with NY Models and moved to New York two weeks ago.

Tyson Beckford and **Lydia Hearst** served as hosts.

Beckford seemed a little jealous of his partner's new campaign with Myla. "Whichever brand comes to me will be my favorite!" he joked. As for his cardinal rule of great underwear? "Always have a clean pair, because you never know what will happen!" Hearst joked, "I wonder how many men are really packing it back there."

Other guests including **Russell Simmons**, **Shane** and **Shawn Ward**, **Dani Stahl** and **Marc Bouwer** mingled with the scantily-clad. President of Freshpair.com **Michael Kleinmann** was glorious. "We think it's the most important thing you put on all day!" he exclaimed. "I never thought when I started this in my apartment that I'd have all these people in a room looking at guys in underwear." Really? It's so hard to convince people to come out and watch boys in next to nothing?

BIANCA POSTERLI



Lydia Hearst in Marc Bouwer with Michael Kleinmann. © Patrick McMullan