



FORZIERI

NEW SPRING/SUMMER COLLECTIONS

DREAM BAGS & JEWELRY

SHOP

New York

[<< More >>](#)



National Underwear Day which started as a lark has morphed into a major marketing event.

Originally conceived as a guerrilla-style happening 6 years ago when people ran through Times Square in their skivvies, it is now a marketers dream. This year brands like Diesel, Natori, Nautica, Tommy Hilfiger will be participating. Lydia Hearst will be hosting an exclusive runway event.