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Celebrating underwear day

Staff

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Today is National Underwear Day.

Freshpair.com, online retailer of men's and women's intimate apparel, came up with the day last year, and claims the observance was wildly successful.

So the day is back. This year, among other events, 20 Freshpair models will be all over midtown New York proudly clad in their underwear. They'll solicit signatures for a petition to win official recognition for National Underwear Day, survey passers-by on their choice of underwear, and invite people to show a little of their skivvies.

There are no known observances of Underwear Day planned in Montana.

Freshpair says people around the country are encouraged to celebrate National Underwear Day in their own way, such as going to the Web site at www.freshpair.com and signing a petition in favor of the day. "We were delighted by the reaction to our launch of National Underwear Day last year. Everyone loved the idea," said Michael Kleinmann, chief operating officer of Freshpair.com. "Underwear is definitely in, and more people are having fun with the whole concept."

Freshpair contends underwear - the first thing everyone puts on and the last thing they take off - deserves a lot more recognition than it gets.

- Tribune Staff

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