



Retailer aims to create 'undie day'

**By The Hartford Courant
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The timing couldn't have been more appropriate. An effort to make Aug. 13 National Underwear Day came at a time when the stifling, sticky weather would make most folks wish to go out wearing only their scanties.

On Wednesday, 20 underwear models canvassed New York City hotspots and asked for signatures on a petition to declare Aug. 13 National Underwear Day.

The models were sponsored by Freshpair.com, an intimate-apparel retailer.

From the retailer comes this primer on skivvies:

1913: The year the modern bra was invented by Mary Phelps Jacob, who took two handkerchiefs, ribbon and some cord and devised a simple backless brassiere.

30: Percentage of men who prefer boxers.

31: Percentage of men who prefer briefs.

21: Percentage of men who prefer thongs.

8,600,000,000: Dollars women spend annually on underwear.

3,400,000,000: Dollars men spend annually on underwear.

360: Size panty the Statue of Liberty would need for her 35-foot waist.