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## ABOUT THIS BLOG

style file brings you  
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WEDNESDAY, AUGUST 06, 2008 10:14 AM

## MENTIONING THE UNMENTIONABLE



There's Mother's Day, and Father's Day, and National Potato Chip Day, so why not a day to celebrate unmentionables? The folks at Freshpair got well and truly behind that idea with a celebration of National Underwear Day last night. New Myla face Lydia Hearst took on hosting duties, and Diesel, Sean John, and Natori were among the brands sending their skivvies down the runway setup at Espace. And—long story short—if you promise camera crews two solid hours of half-naked models, well, the media circus will indeed arrive on cue. For Hearst, however, the nuttiness was nothing compared to what she's been dealing with lately. "I'm making this film with Tara Subkoff for Bebe, kind of a takeoff on 'Kiss Me Deadly,' but, like, imagine Lindsay Lohan is the main character," she explained. "And anyway, we've been shooting sort of guerrilla style, and at one point, I've got paparazzi crowded all around me and I'm supposed to kiss this girl..." Perhaps a National Meta Scandal Day is in order.