

# NATIONAL UNDERWEAR DAY FACTS HISTORY AND MORE



Underwear has been around since the 1800's. We've all wear them...well not all but most do. August 8th is National Underwaer Day thanks to Fresh Pair, an online retailer of men's and women's [intimate appare](#) who felt that this glorious item of clothing should be celebrated rather than ignored. They realized that the 13 billion dollar a year industry doesn't get the recognition it should and decided to do something about it. Their motto is, **"underwear should no longer be merely the first thing you put on and the last thing you take off, but the most important thing you wear all day."**

In 2003 August to be exact Fresh Pair sent twenty male and female models onto the streets of New York wearing only underwear. **They collected signatures on their undie-covered behinds in hopes of convincing America to set an Official day aside for celebrating underwear.**

Sponsors for the 2006 invasion on Time Square on National Underwear Day included the **likes of [Puma](#), [2\(x\)ist](#), [Cotton Inc](#), [Goddess](#), [Freya](#) and [Hugo Boss](#)**. Even the Breast Cancer Research Foundation got in on the action.

**People around the world celebrate National Underwear Day. There's the Great Outdoor Underwear Festival in Ohio, Panty Parties in San Francisco, Live DJ's at an Underwear Party in Tuba City and personal parties held by individuals in their own homes just to name a few.**

This celebration has gotten so much press coverage that Elton John decided to attend. He watched the underwear clad people in the streets via live video feed and gave thumbs up to the booties he thought looked best.

**In commemoration of the 6th anniversary of National Underwear Day, five hundred VIPs, celebrities and international tastemakers will join Freshpair indoors at the glamorous venue Espace in New York to celebrate!**

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**This year's National Underwear Day will take place on Tuesday, August 5th. In commemoration of the 6th anniversary of National Underwear Day, five hundred VIPs, celebrities and international tastemakers will join Freshpair indoors at the glamorous venue Espace in New York to celebrate! **Actress and [fashion](#) maven Lydia Hearst will be the host of the 6th Annual National Underwear Day. Model Tyson Beckford will also be making a special appearance.****