



Goodbye Mirdles! Freshpair Launches Stylish Men's Shapewear Department

FOR IMMEDIATE RELEASE (New York, NY) October 29, 2009 – For the past eight years, **Freshpair.com** has been helping women look slim and sleek with an extensive shapewear department. Women have had push-up bras and shapewear for years. Freshpair decided it was time men had some options to help them look better under their clothes as well – be it slimming down or bulking up. In October, Freshpair launched their men's shapewear department: www.freshpair.com/mens/shapewear.html, full of stylish ways for men to look leaner and more sculpted (plus styles that enhance the male anatomy).

Until now, men have not had many options when it came to shapewear. Men's girdles (aka mirdles) have been around for over 25 years, but these garments were strictly functional – not fashionable. Freshpair is now offering shaping tops and bottoms for men from designer labels that look more like regular underwear and t-shirts. Men can wear many of these compressive items to the gym, under work clothes or alone with jeans.

"According to our recent poll, 79% of men said they were unhappy with their current body, citing their love handles as the main problem area. Of that 79%, 61% said they would be willing to try men's shapewear if it looked like normal clothing," reported Freshpair President, Michael Kleinmann. "The styles in our new Men's Shapewear Department will definitely hide love handles, back bulges and man boobs, while looking stylish and modern."

Some of the top selling items in the Men's Shapewear Department include tanks and t-shirts from Equmen, which trim up to 3 inches from the waist while improving your posture, and the 2(x)ist Form Trunk, which shaves 1 – 2 inches from the waistline using a 6 inch microfiber waistband. Shapewear doesn't just apply to styles that slim the body, though - it also includes styles that enhance the male anatomy (front and back). Top rated enhancing styles include the Joe Snyder Launch Bikini, designed with sling pouch construction to place the male anatomy front and center, the Calvin Klein Body Boost Trunk, with an internal boost strap, and the Go Softwear Padded Butt Brief, with strategically placed padding to create a more rounded rear end. The new men's shapewear department also includes enhancing styles from C-IN2, Andrew Christian, Gregg Homme, Macho and Sculptees.

About Freshpair.com

Freshpair.com is the leading online retailer of men's and women's intimate apparel. With over 100 brands available on the site and an expert staff that knows the ins and outs of the fits, sizing & styles, Freshpair.com is the premiere destination for everything underwear. Freshpair.com is also the founder of National Underwear Day, a holiday dedicated to the appreciation of underwear. Freshpair.com's exceptional customer service and huge selection help make every shopping experience comfortable and convenient. Freshpair.com also offers *free shipping* on all US orders. Visit Freshpair at www.freshpair.com.

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