



FOR IMMEDIATE RELEASE

### ***National Underwear Day Covers Up for 6<sup>th</sup> Anniversary***

(New York, NY) July 16, 2008 – For the past five years, **Freshpair** has invaded New York City's Times Square in early August with a full fledged fashion show and scores of gorgeous models in their underwear in celebration of **National Underwear Day**. What started out as a renegade sidewalk fashion show has become one of the most highly anticipated fashion events of the year!

Until now, National Underwear Day has followed a familiar format, a runway show and give-a-ways in Times Square. This year for the sixth anniversary, Freshpair is shaking things up even more by bringing the celebration indoors to the glamorous venue **Espace** to accommodate a growing crowd of National Underwear Day loyalists which includes media and international tastemakers.

Freshpair may not be taking over Times Square this summer, but National Underwear Day will still take the streets of Manhattan by storm! Underwear giveaways sponsored by **Unico, Wigwam, Diesel** and **2(x)ist** will take place in various locations across the city throughout the day. Thousands of pairs of underwear will be given away to lucky passersby.

***“We love the energy of Times Square. But this year, bringing National Underwear Day indoors to Espace allows us to really up the ante. It is the ultimate celebration of the intimate apparel industry, giving people a reason to mention their unmentionables. National Underwear Day boasts the biggest underwear runway show to date!”***

*Michael Kleinmann, President, Freshpair, Inc.*

National Underwear Day will take place on **Tuesday, August 5<sup>th</sup>** and Freshpair will host 500 VIP guests, celebrities and influencers. The evening will be **hosted by** actress and fashion maven **Lydia Hearst**. Model **Tyson Beckford** will make a special appearance.

Male and female models clad in today's hottest brands including **Diesel, 2(x)ist, DKNY, Sean John, Champion, Wacoal, Natori, Le Mystere, Unico, Basket, 3G, Go Softwear, Nautica, Tommy Hilfiger, Giulio and Report Collection** will tear up the runway in the season's latest styles. Additional participants in the evening's festivities include **shoes.com, Wigwam, Pure Style Girlfriends, Body Wrap, Makeup Designory, The Operation Game** and **Soak Wash**.

And to top off the festivities, there will be a **special guest** that will make a **one-time-only** runway appearance.

#### **About Freshpair**

Freshpair is the leading online retailer of men's and women's intimate apparel. With over 100 brands available on the site, Freshpair is the premiere online destination for everything underwear. Freshpair is also the founder of National Underwear Day. Freshpair's exceptional customer service and huge selection help make every shopping experience comfortable and convenient. At Freshpair, you can buy underwear in your underwear. Freshpair also offers Free Shipping on US orders. Visit Freshpair at [www.freshpair.com](http://www.freshpair.com).

###

For inquiries or additional information about Freshpair and/or National Underwear Day, please contact:

**Factory PR**

212.941.7057

Mark Silver – mark@factorypr.com

Genevieve Ascencio –genevieve@factorypr.com