

Freshpair.com announces the launch of San Francisco's hot Artificial Flavor brand

FOR IMMEDIATE RELEASE

New York, NY (January 4, 2007) The uber-fashionable brand, Artificial Flavor was born in the San Francisco apartment of the company's president and CEO, John Vitti. Vitti and his brother, Antonio, teamed up with two other friends to create the ultimate underwear option for everyday wear, especially for wearing with low-rise jeans. They wanted to enhance the flavor and experience of wearing underwear.

Artificial Flavor was an immediate hit among fashionistas and it was picked up right away by the trendiest stores in LA. Despite a unique color palette, Artificial Flavor made itself stand out in the industry with styles like the Deuce, the Speedster, the Trickster and the Magnum. The buzz surrounding this brand started right away and hasn't stopped. Artificial Flavor has recently been featured in California Apparel News, the San Francisco Chronicle Style section and in DNR magazine.

For more information on Artificial Flavor:

http://www.freshpair.com/catalog_section_men_brand_163.html

We are thrilled to include Artificial Flavor in our brand list.

About Freshpair.com

Freshpair is a leading Internet retailer of men's and women's intimate apparel, offering hundreds of styles of bras, panties, shapewear, t-shirts, boxers, briefs, trunks, socks, sleepwear, and more. We are committed to offering the most comprehensive collection of intimates for both men and women found anywhere on the web. Freshpair.com carries a wide selection of the major brand names for men and women including: 2(x)ist, C-IN2, Calvin Klein, Wacoal, Chantelle, Le Mystere and Bali.

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