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DYNAMO DONNA TAKES HER TALENTS TO UNDERWEAR
Freshpair.com announces the launch of Donna Karan and DKNY underwear boutiques

New York, NY (February 27, 2006) "Everything I do is a matter of heart, body and soul," proclaims Seventh Avenue design legend, Donna Karan. For Donna Karan Intimates and DKNY underwear, the same philosophy holds true. "Design is a constant challenge to balance comfort with luxe, the practical with the desirable."

Freshpair is pleased to announce the launch of two new underwear boutiques on their site—Donna Karan Intimates and DKNY Underwear. For more information about Donna Karan Intimates: http://www.freshpair.com/catalog_section_women_brand_74.html

The Donna Karan Intimates collection delivers the kind of modern, minimalist design that women expect from Donna Karan. A popular item is the Donna Karan Essential Layer Cotton Low Rise Thong which is accented with a tiny metallic medallion—channeling a hint of the sleek fashion vibe of Donna Karan's collections.

Donna Karan bras are also popular items from the collection, such as the Donna Karan Solutions Backless Contour Bra, which is designed to look virtually invisible under clothing. A clear back strap leaves backs bare, while the clear front center and low cut design represents Donna Karan's sophisticated interpretation of the contour bra.

The DKNY Underwear line reflects the attitudes and lifestyles of the DKNY woman through intimate apparel that is young and hip with an urban feel. For more information about DKNY: http://www.freshpair.com/catalog_section_women_brand_73.html

From the line of DKNY bras, a stylish item is the DKNY Classic Curves Stretch Foam Contour Bra. This DKNY bra is a sophisticated seamless molded soft cup bra, that is finished with fashionable lace trim and satin bow detailing.

DKNY panties are also hot items, such as the DKNY Classic Curves Bikini. This DKNY panty brings a sensual, feminine vibe to Donna Karan's signature minimalism, with its feminine lace front and tiny ribbons.

"As an admirer of Donna Karan's designs and business savvy, I'm very happy to have her underwear collections available at Freshpair," says Michael Kleinmann, Chief Operating Officer of Freshpair.com. "Ms. Karan's consistently modern philosophy is ideal for the lingerie needs of today's women."



About Freshpair

Freshpair is a leading Internet retailer of men's and women's intimate apparel, offering hundreds of styles of bras, panties, t-shirts, boxers, briefs, socks, sleepwear, and more. From full-figure to petite, shapewear to thongs, boxers to briefs and everything in between, we are the ultimate destination for intimate apparel shopping. Freshpair.com carries many of the major brand names including 2(x)ist, C-IN2, Calvin Klein, Wacoal, Chantelle, Le Mystere and Bali.