



FOR IMMEDIATE RELEASE

**Contact:
Public Relations
Freshpair.com
Tel (212) 505-6900**

LE MYSTERE IS THE LINGERIE BRAND LOVED BY OPRAH AND WOMEN WORLDWIDE
Freshpair announces the launch of Le Mystere boutique on their site

New York, NY (July 31, 2005) - "It's All About Fit" is the motto of Le Mystere, the lingerie brand that has set standards in the industry for fit, quality and design. Le Mystere bras and Le Mystere panties are designed in France with the philosophy that beautiful lingerie can be both comfortable and sexy.

One of Le Mystere's most popular items is the Le Mystere Tisha T-shirt Bra. The bra's full fit hidden underwire cups give you a comfortable and firm lift, while the seamless design and softly molded microfiber material makes the bra invisible under clothing.

The Le Mystere Tisha T-Shirt bra is a personal favorite of Oprah Winfrey's. "You look in the mirror and you notice your breasts have suddenly started heading south. And you didn't know you were going to Mississippi, but they're already in Kentucky", Oprah says wistfully of her unpredictable bosoms on an episode of her show where Le Mystere bras were touted.

Oprah has featured Le Mystere bras many times on the Oprah Winfrey Show. The Le Mystere Tisha bras molded cups hoist up your breasts and give them a smooth line, while the thick straps are comfortable on the shoulders. Other Le Mystere bras, such as the Le Mystere Dream Tisha Underwire Bra, also have an enthusiastic following.

Le Mystere bras provide flexible underwear combined with smooth and seamless styles for a flattering fit with any clothing. The Tisha range combines simple elegance and smooth styling for a classic look. Actress Demi Moore is a big fan of Le Mystere lingerie, including Le Mystere bras and Le Mystere thongs.

Le Mystere understands that no two women are alike and their collection of Le Mystere bras reflects this. New styles such as the Sculptural Strapless Push-Up Bra and the Bridal Seduction Bustier Long Line bra demonstrate the innovation and variety of Le Mystere bras. Available at Freshpair at http://www.freshpair.com/catalog_section_women_brand_126.html

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.