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August 6<sup>th</sup> 2008, New York, NY- On August 5<sup>th</sup>, Freshpair.com hosted the 6<sup>th</sup> Annual National Underwear Day celebration that will not soon be forgotten! Guests of the highly anticipated event lined up at glamorous NYC venue Espace 30 minutes early. Over 750 guests enjoyed runway shows by 9 of the most influential men's and women's intimate apparel brands – Natori, 2(x)ist, Diesel, Sean John, Le Mystere, Champion, Tommy Hilfiger, DKNY and Wacoal. Guests stayed an hour after the scheduled ending time of 9:30PM and enjoyed an array of attractions including the runway shows and a special guest appearance by Cavity Sam, the character from the game "Operation" which was relaunched for its 45<sup>th</sup> anniversary.

As the celebrity host of the evening, **Lydia Hearst**, dressed in a black lace Marc Bouwer gown, joined the President of Freshpair.com, Michael Kleinmann, to introduce the first of ten fashion shows during which she quoted a Latin adage that meant "Always wear underwear" a trend that the starlet would like to see come back to Hollywood and New York. Ms. Hearst ended with a message to the audience "feel free to express yourself!"

In addition to National Underwear Day host, Lydia Hearst, celebrity and notable attendees include **Russell Simmons**, the quintessential men's underwear model, **Tyson Beckford**, model and winner of America's Next Top Model Cycle Eight winner **Jaslene Gonzalez**, former co-designer of Heatherette **Richie Rich**, designer **Marc Bouwer**, **Robert Verdi**, **Philip Bloch** and **Nole Marin**. Alex McCord and Simon van Kempen of **The Real Housewives of New York**, Teresa Guidice, Dina Manzo and Caroline Manzo from the soon to be premiered **The Real Housewives of New Jersey** enjoyed the shows in true socialite form.

The square shaped runway was surrounded by fashion editors, stylists and influential New York buyers and they took in the show with a side of cocktails and passed hors d'oeuvres, an unconventional twist that delighted fashionistas and fashionistos who are accustomed to assigned seating and a general no talking policy at fashion shows.

Highlights from the runway include, Diesel's models who strutted the runway clad in sports equipment from baseball helmets to football pads. Model's in the Wacoal portion of the show donned boxing gloves literalizing their "Fight for the Cure" message. "A Chorus Line" star **Nick Adams** walked in the 2(x)ist show. At the close of the runway presentation, Tyson Beckford, offered an impromptu nod of approval by hopping up on to the runway with Michael Kleinmann to close the show.

The entire evening was saturated with fashion, gorgeous bodies all in celebration of National Underwear Day!

#### **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).

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