

Freshpair.com announces the launch of Panache

FOR IMMEDIATE RELEASE

New York, NY (November 9, 2006) Though Panache lingerie was founded in 1982 by a man, the company has emerged as one of the finest lingerie brands for full figure women in the world because Panache designs have proven to be as supportive as they are beautiful in every size.

Panache is currently one of the world's fastest growing lingerie companies. The company's lingerie design team, based in Yorkshire, England, is recognized as one of the most progressive in the lingerie business, with outstanding technical ability and creative flair. They are known for their Atlantis liquid filled bra and their Superbra, produced specifically for larger cup sizes. In addition, Panache has won awards worldwide for their lovely bridal collection, the Venus bras.

For more information on Panache:

[http://www.freshpair.com/catalog\\_section\\_women\\_brand\\_160.html](http://www.freshpair.com/catalog_section_women_brand_160.html)

In addition to the bra collection, we've included the Panache PS Sport High Impact Sports Bra, which is the ultimate solution for even the most active full figured women.

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. From petite to full-figure, shapewear to thongs, boxers to briefs and everything in between, we are the ultimate destination for intimate apparel shopping. 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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Public Relations Contact

Freshpair.com

Phone: (212) 505-6900

Fax: (212) 202-4754

Email: [press@freshpair.com](mailto:press@freshpair.com)