

Freshpair.com announces the launch of Paul Frank and Julius & Friends

FOR IMMEDIATE RELEASE

New York, NY (January 22, 2007) Paul Frank Industries was officially incorporated in December of 1997, with a spirit of creativity and individuality. The signature Julius monkey featured on all of their early designs – from wallets to t-shirts to key chains – became an icon to an almost cult-like following of teens and twenty-somethings.

Since their humble start in an Orange County garage, Paul Frank Industries has expanded to include numerous divisions, including pajamas, sportswear, kids clothing, swimwear, eyewear, watches and even home furnishings. Julius & Friends is one of Paul Frank's most popular sub-brands.

For more information on Paul Frank Industries:

http://www.freshpair.com/catalog_section_men_brand_164.html

Paul Frank underwear is characterized by classic styles with fun prints and bold colors. In addition, Freshpair is carrying several pieces from the Paul Frank swim collection. The Julius & Friends line has a sassy, flirty energy. Designed for young women and women with youthful energy, these pieces are brightly colored and full of energetic patterns. From pajamas to simple cotton panties, each piece in the Julius & Friends collection is sure to bring smiles wherever it goes.

We are please to add the Paul Frank Industries underwear collection and the Julius & Friends collection to our growing 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. 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.

[Download This Press Release](#)

[Download Full Press Kit](#)

For more information or to obtain samples, please contact our Public Relations Department.

Public Relations Contact

Freshpair.com

Phone: (212) 505-6900

Fax: (212) 202-4754

Email: press@freshpair.com