



TRACY PAUL & COMPANY, INC.

BRAND BUILDING | STRATEGIC PLANNING | PUBLIC RELATIONS | MARKETING

Tracy Paul & Company Announces Representation of Online Intimate Apparel Retailer, *Freshpair*

(New York, NY) October 3, 2007 - Luxury lifestyle marketing and public relations agency **Tracy Paul & Company Inc.**, is happy to announce the latest addition to their client roster: online men's and women's intimates retailer **Freshpair** (www.freshpair.com).

Freshpair is a leading online retailer of men's and women's foundations, selling more than 100 brands including: Calvin Klein, Diesel, Elle Macpherson, Hanes, Le Mystère, Spanx, and Wacoal. **Freshpair** President, Michael Kleinmann, is an expert in men's and women's intimates trends, specializing in fashion, fabrication, and technology. **Freshpair** is also the founder of [National Underwear Day](#), which celebrates underwear as the single-most important item of clothing you wear throughout the day. The event is held every year in early August with a fashion show in Times Square.

Tracy Paul & Company is thrilled to be working with **Freshpair** and looks forward to expanding their national presence.



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