

GET A 'FRESHPAIR' READY FOR NATIONAL UNDERWEAR DAY

NEW YORK, NY (July 2, 2003) No longer will undergarments go without the recognition they properly deserve. Freshpair.com, a leading internet retailer of men's and women's intimate apparel has announced that **August 13th** will be **National Underwear Day**. Underwear will take center stage, as numerous models descend on New York City hotspots, clad only in underwear.

Historically, underwear was primarily used as a hygienic tool, made to keep away infections. Centuries ago, only the wealthy noblemen could afford to adorn their body with these garments. With the introduction of linen in the 18th century, lingerie elitism stepped aside for mass under-wearing to blaze through. Consequently, the life expectancy of peasants soared as they became significantly less prone to bacterial disease and infection. Through the years, underwear has become more than a product worn for purely hygienic reasons. Underwear has become a fashion statement.

Today, intimate apparel is a crucial part for any ensemble, as it says a lot about the wearer. The style, choice of fabric and color are indicative of the wearer's personality and help express moods and feelings. Much thought and attention is placed on the selection and purchase of these rarely viewed garments. People should take pride in their underwear because after all, underwear is only clothing worn on the inside. Thus, Freshpair.com has decided to create **National Underwear Day**, a day when underwear will be paramount.

The staple in everyone's wardrobe used to be described as one's "unmentionables." This term eventually evolved to "mentionables," as people began to discuss their intimate apparel with a bit more candor. As current trends indicate, underwear is now squarely deemed as "seeables," with women accenting their outfits with a glimpse of their underwear via a see-through blouse. Likewise, men for sometime have proudly displayed their underwear waistband over the top of their pants. Freshpair.com wants everyone to join the leagues of "seeable" underwear wearers on **August 13th** by showcasing a bit of their underwear. People can show their support by simply leaving a shirt button undone.

Elevating underwear from its currently discreet status to openly chatting about it around the office water cooler is a large task, so beginning at 7 am, nearly two dozen male and female models will grace New York City's sidewalks, dressed in their finest "seeables." With models moving between various happening locales throughout the city, people can help embrace **National Underwear Day** by signing petitions, carried by the Freshpair.com models. The petition can also be signed electronically at www.freshpair.com as well. With enough signatures, Freshpair.com will submit a petition to have **August 13th** designated as **National Underwear Day** and shine the spotlight squarely on the underappreciated garments that are the first to go on and the last to come off.

For more information, please contact the public relations department at 212.431.7900.