

## Celebrate National Underwear Day (with Men in Thongs)!

August 12, 2009 | Entertainment News Blog

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Happy National Underwear Day!



...If you've never heard of it, fret not. **National Underwear Day** was founded by **FreshPair.com** six years ago, and has, until now, only really been celebrated in New York City, where annual runway events have showcased buttocks of underwear (ahem). This year, FreshPair wants to turn the city-centered celebration into a national festival—through the web.

For the whole month of August, FreshPair.com is an undie extravaganza, with daily giveaways and exclusive sales, including prizes like **a trip for two to Miami** and a “**complete underwear makeover**,” so... if your undie drawer is full of granny panties or you can't remember the last time you went lingerie shopping, sign up for this!

To imagine what this underwear makeover might consist of, I turn to the annual FreshPair underwear poll to see what's hot this year. As is to be expected, women love their bikini briefs and thongs, but here's the fun part. 40 percent of men prefer briefs, 18 percent prefer trunks (a hybrid between boxer and brief; I had to look it up), and **5 percent prefer thongs**.

Now keep in mind, FreshPair is catering to all 100 percent of its customers. So although it has an excellent compilation of pretty lingerie, it also includes some *interesting* categories (17 items under Men's G-strings, including a brand called “Cocksox” and a \$23 dollar “Fahrenheit Pouch”)

I know this is probably more underwear talk than should be allowed outside of the bedroom, but why not take advantage of the day when mentioning your unmentionables is the rule and not the exception?

With all this talk about less-than-normal undies, don't forget to read about our underwear faux-pas saviors first. That said, go put on a fresh pair (seriously) and head over to FreshPair.com to start winning! I promise I'm done with the undie talk.

—Venus