

National Underwear Day

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<http://www.mensfashionbyfrancesco.com/2009/08/national-underwear-day.html>



We Italians love holidays and would never oppose adding another one to our busy calendars! But, for now, we'll leave the creativity up to the the U.S. where today is [National Underwear Day](#).

Inaugurated in August 2003 by [Freshpair](#), National Underwear Day has gone on to invade New York each year with a full-blown fashion show featuring several major celebrities.

Last year marked a jaw-dropping success when models paraded through Time Square in their "unmentionables," which Freshpair president, Michael Kleinmann, would like mentioned with a whole lot more underlining comfort!



You can celebrate this year all month long by just logging on to [Freshpair.com](#), which is happy to bring you the holiday, no matter where you live, with contests and giveaways of your favorite name brands.

Definitely try winning a pair of those briefs with the bold metallic waistband, which, Freshpair says, are all the rage this year!