

freshpair

DAILY REPUBLIC

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Underwear is the Rodney Dangerfield of fashion. Be prepared for a brief work day on Aug. 10 when Freshpair.com, an Internet retailer of men's and women's intimate apparel, are staging National Underwear Day in New York City.

In honor of those little, or big, undergarments that faithfully remain on our bodies more hours than we care to admit but manage to get scarce publicity, Freshpair.com will parade their models (male and female) around New York City dressed solely in their underwear.

Nothing else.

Well, maybe a pair of shoes.

As these courageous yet willing bodies take to the city streets wearing brand names such as Hugo Boss, RIPS and Maidenform, they will poll the ogling crowd on their choice of skivvies as well as ask them to sign a petition that urges the official recognition of this annual panty pride occasion.

And why not? Underwear gets no respect.

For information on the event or to sign the petition, visit their Web site at www.freshpair.com.