

Deb's Style File

Can Men's Underwear Save the Economy?

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A few years ago former Federal Reserve chairman Alan Greenspan gave credence to the theory that men's (not necessarily women's) underwear is a good economic indicator. The theory goes that in good times, men stock up and in bad times men make due.

After all, it's not any more far-fetched a theory than hem-lines, lipstick sales or restaurant receipts.

So according to recent analysts, things are looking up. The Washington Post reported on ["What Underwear Says About the Economy"](#) and the news is pretty good.

So feel free to freshen up your supply.



But if you're still cautious, underwear retailer Freshpair.com launched an outlet site, [cheapundies.com](#).

And just as you'd expect from the name, Cheapundies offers over 100 brands including Cosabella, DKNY, Free People, Hanky Panky, Natori, Calvin Klein, Champion, Dolce & Gabbana and Diesel for men and women available on the site at 25-75% off.

Items from above right:

[Cotton V-Neck T-Shirt by Baskit](#), \$12.60, regular retail \$18.

[DKNY, Signature Lace underwire bra](#), \$21, normal retail is \$30.

[Triple XXX by Unico's Night Out Trunk](#) \$11.40 regular retail \$19.

[Fashion Print Microfiber Stretch Hipster](#) by Calvin Klein, \$11.25, regular retail \$15.

And on a side note: The Jockey Brief - the world's first men's brief, which was considered ground-breaking, innovative, and daring at the time is proud to celebrate its 75th anniversary starting today.