

Celebrating our Beloved Skivvies

With National Underwear Day

They may not talk about it much, at least in public, but it's obvious that Americans care about their underwear. Be it boxers or briefs, g-strings or thongs, what lies beneath helps account for over \$13 billion annually spent on intimate apparel.



From Marlon Brando rending his undershirt in Streetcar, to Madonna's 'bullet bra,' underwear has come a long way from being coyly referred to as "unmentionables" in American culture. Since the unveiling of Calvin Klein's giant underwear billboard ads in Times Square, the public's perception of underwear has evolved from 'necessary undergarment' to a brazen gesture of style and freedom.



In this spirit – and in the spirit of many underwear brand images today – National Underwear Day was launched. Founded in August 2003, National Underwear Day is an event that evokes the care-free attitude of Sixties 'happenings,' when free spirits took control of public spaces as venues for their art, their message.

For those who wonder about underwear but were afraid to ask out loud, all, or almost all, was revealed on August 10, at the third-annual National Underwear Day, sponsored by Freshpair.com.

Male and female models who were clad in, well, not as much as the rest of us, asked folks on the streets of New York what they prefer when buying underwear and intimate apparel in such hotspots as Times Square, Penn Station and Rockefeller Center.

"National Underwear Day was created to bring attention to something almost everyone wears, but rarely gets the attention it deserves," says Freshpair Chief Operating Officer Michael Kleinmann.





The response was overwhelming. Everywhere they went, the models were greeted with amused smiles, friendly handshakes and more than a few lingering glances. Enthusiastic passers-by, caught up in the grip of **underwear** frenzy, joined in with the models' exhibitionism: men dropped their pants, women flashed their **bras** and – a group of sanitation workers held up traffic on Broadway by exposing their **boxers**. Underwear fever was in the air.

Freshpair has found that when it comes to **underwear**, men still like to keep it brief. Thirty-two percent of those polled by the company said they favor **briefs**, compared to 28 percent who wear **boxer briefs**, and 25 percent who don **boxers**, while 8 percent who go with thongs or other styles. And yes, that leaves 7 percent who, by choice, do without **underwear**. **Panties** are preferred by 49 percent of the women polled, with **thongs** a distant second at 28 percent. Another 13 percent go with **boypants**, while 4 percent wear other styles. Some 6 percent opt out of wearing anything down under.



National Underwear Day, according to Kleinmann is a way to celebrate the oft-unseen layer of clothing and revel in the freedom and style offered by today's brands. "Few ever talk about their purchases, let alone display them in public," he says. "No longer should underwear be merely the first thing you put on and the last thing you take off, but the most important thing you wear all day."

For those who want didn't make it to New York to be polled by Freshpair's undie-ambassadors, an online petition for official recognition of the day can be signed at www.freshpair.com.

Little Known Facts:

- In 1991, the average **bra** size in the United States was 34B; today it's 36C.
- Married men change their **underwear** twice as often as single men.
- Italians wear red, Argentineans wear pink, and Brazilians wear brand new **underwear** on New Years Eve
- The loincloth is both the simplest and the most popular form of **underwear**. It was



PRESS COVERAGE

probably the first [undergarment](#) worn by human beings.

- [Bras](#) did not exist until 1913 when Mary Phelps Jacob tied two handkerchiefs together with ribbon. In 1928, Maidenform introduced modern cup sizes.
- In 1935, the first men's [briefs](#) appeared. They had a Y-shaped front and overlapping fly on knitted drawers and came in both short and long styles.
- Panty hose, which combined [panties](#) and hose into one garment, made their first appearance in 1959, invented by Glen Raven Mills of North Carolina. The company later introduced seamless [panty](#) hose in the 1965, spurred by the popularity of the miniskirt.
- The [thong](#) first gained popularity in Brazil, in the 1980s as a swimsuit style. By the 1990s, [thong underwear](#) became popular and today it is one of the fastest selling styles.

For more information: www.freshpair.com or www.nationalunderwearday.com .

Freshpair, LLC • 611 Broadway • Suite 605 • New York, NY 10012
(212) 505-6900 • www.freshpair.com • (212) 202-4754 fax

Edited by Erika Wright