

# freshpair.com

In 2001, Freshpair.com appointed Marc Butlein C.E.O. and Michael Kleinmann president. In June 2011, Kleinmann announced he was stepping down and would be succeeded by company vice president Matthew Butlein. This management team has since transformed the website into a premiere online destination for women's intimate apparel and men's underwear, ranging from everyday basics to sexy lingerie to sleepwear, and everything in between.

"We add new brands and styles weekly and we constantly seek out the newest styles and trends," Freshpair's corporate website reads. "We carry shapewear, lingerie accessories and solutions for

customizing the items you already own. In addition, Freshpair has developed our own resources for intimate apparel shopping, like sizing and fit guides, gift boutiques, wear advice and trend-spotting. We want you to get the most out of your underwear purchases."

With over 100 brands and counting, Freshpair offers labels found everywhere from the upscale boutique to the department store to the sexy shop. This is particularly demonstrated by the men's department, with labels including Calvin Klein, Andrew Christian, Male Power, Unico, Nautica, DKNY and Ginch Gonch, to name a few.

In the women's department, there are plus-size

sports bras by Enell, special occasion and specialty lingerie by Elle Macpherson and basic styles by Fruit of the Loom, among many others. Bras include full-figure, convertible, demi, front closure, nursing, underwire, soft cup and other silhouettes.

To better assist its customers, Freshpair.com includes such features as top-rated bras, and bra suggestions for petite, average and plus-sized women. Among current top-rated bras is Panache's Superbra Porcelain, available in sizes 30 through 38, D through G and priced at \$56; and Calvin Klein's Seductive Comfort Customized Lift, available in sizes 30 through 38, B through DD, and priced at \$44.

In 2003 Kleinmann created National Underwear Day because "underwear should no longer be merely the first thing you put on and the last thing you take off, but the most important thing you wear all day."

— A.T.P. & K.R.

NEED HELP? CALL TOLL FREE: 1-866-373-7472

WOMEN | MEN | EXPERT ADVICE

freshpair  
BUY UNDERWEAR IN YOUR UNDERWEAR

FREE SHIPPING ON ALL U.S. ORDERS

MY ACCOUNT | CUSTOMER CARE | BACK ORDER

SHOPPING BAG: 0 Items

Search

BRAS | PANTIES | SLEEPWEAR | HOSE & SOCKS | SHAPWEAR | PLUS SIZE | TEES & CAMIS | PERFORMANCE | CLEARANCE | SALE

BUY 3 BRAS GET ONE FREE!

Glamorise Olga BALI lilyette  
warner's barely there Vanity Fair

\* Buy 3 qualifying bras from participating brands, and get 1 free

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YOUR BRA SOLUTION

Not all bras are made the same!  
Find great recommendations to  
the most common bra fit problems  
that women encounter.