

New York - "I'm curious how many men are actually packing out here on the runway," joked [Lydia Hearst](#), the host of [Freshpair.com](#)'s 6th Annual National Underwear Day runway show and party on Tuesday, Aug. 5, in New York. Underwear is the foundation," said Freshpair.com president Michael Kleinmann. "It's the first thing you put on, and the last thing you take off at night, so we wanted to call attention to the intimate apparel industry."

More than 10 runway shows from brands that included Diesel, Wacoal, Sean John, Natori, [Mundo Unico](#), Champion, Le Mystere, DKNY, Nautica and Tommy Hilfiger sauced up the square-shaped runway, giving a good view to all the guests of male and female models in their skivvies.

Throughout the course of the evening, like browsing through a catalogue or online shop, the various brands displayed a full spectrum of undergarments, from briefs, boxer shorts, boxer briefs, sports bras, thong styles, lace, satin, cotton - you name it. Some looks, like a tight black t-shirt and matching boxer brief trimmed with neon green worn by one male model, elicited giggles from a group of women. Mostly, onlookers gazed with awe, their jaws occasionally dropping when a particularly handsome model breezed past in tight briefs.

Held at Espace, a club on the far west end of 42nd Street - a street notoriously associated with peep shows in the past - the scene at the party could have been one from the pages of the formerly seedy street's history books, with dozens of buff beefcakes roaming the room or standing on mini-stages as girls with huge smiles on their faces posed for photographs with them, as though at a bachelorette party.

Designer Richie Rich, formerly of [Heatherette](#) - his friend Lydia Hearst has often modeled in his shows - was frank about his underwear preferences.

"The tighter the better - I like tightie whities," he said, and revealed that he was sporting striped underwear in celebration of National Underwear Day. He is currently working on his new solo collection "Celebutante" as well as a record, both of which he'll debut this September during New York's fashion week.

For guests like Russell Simmons, the answer was simple about why he was there.

"Underwear is sexy," he said. "It keeps people moving