

Featured Blogs

- [Beauty Bar](#) ▶
- [Simply Chic](#) ▶
- [Style Solutions](#) ▶
- [Style Spotting](#) ▶

Local Blogs

- [Austin](#)
- [Chicago](#)
- [Los Angeles](#)
- [Miami](#)
- [New York](#)
- [San Francisco](#)



Browse Blogs

By Category

- [Apparel](#)
- [Footwear](#)
- [Hair](#)
- [Makeup](#)
- [Accessories](#)

Resources

- [Be a Blogger](#)
- [Contact Us](#)
- [Corrections](#)

Happy National Underwear Day!

Posted Aug 7th 2007 2:53PM by [Rachel Felder](#)
 Filed under: [New York](#), [Apparel](#), [Event](#)

It may not be included on your desk calendar or in your list of paid days off work, but today marks the 5th annual celebration of National Underwear Day, a "holiday" invented by the folks at the web retailer [Freshpair](#) to inspire us all to go through our panty drawers and pull out something clean and fresh. How do you celebrate National Underwear Day? Here in New York, the occasion has been marked by a huge runway show smack in the middle of Times Square, featuring 55 male and female models dressed in, well, not much. Much to the delight of the office workers, tourists, and assorted passers-by who were treated to the catwalk of toned bodies wearing just underwear as they walked through the area on a steamy New York day.

Why create this holiday and put on the show? "We wanted to bring more attention to the intimate apparel industry and Times Square is just the best place to do it," explained Freshpair president Michael Kleinmann, who conceived the event. "It's a rather warm day in New York, but it's fabulous."

The event had a more serious side too: Freshpair has partnered with the charity Safe Horizon, which helps victims of domestic violence, to provide new underwear to those in need. "This year we're asking people to donate underwear to a homeless shelter or to anyone that needs it," Kleinmann said. "That's the same thing that we'll be doing on National Underwear Day."

The celebration also included a giveaway of 2000 pairs of new underpants to anyone who stopped in an air-conditioned tent which was set up a couple blocks up Broadway, with additional sponsors like Anthony Logistics for Men and Shape Magazine doling out samples as well.

For trend watchers, the runway show gave a glimpse of what's new for fall from bands like Le Mystere, Diesel, Paul Frank, and Natori. "For men, we're seeing a lot of color and print," Kleinmann observed. "Men are no longer interested in black, white, or gray. We're also seeing a lot of low-rise styles. For women, we're seeing a lot of seamless styles, because women want to be comfortable and they want a lot of support, but they don't want people to see their undergarments."

If this all brings to mind saying from childhood that you should always wear clean underwear, you're not alone. "My mother's here and I think she said that," grinned Kleinmann.

[Permalink](#) | [Email this](#) | [Linking Blogs](#) | [Comments](#) [0]