



TIMES SQUARE ALLIANCE

WHAT'S NEW - WHAT'S HOT

INTERACTIVE MAP & GUIDES



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NATIONAL UNDERWEAR DAY



WHAT: Freshpair.com's National Underwear Day.

Every August, Freshpair.com's underwear models promote and celebrate underwear retail and advertising culture in Times Square with live runway shows and a changing tent where passerby can change out of their underwear into a fresh pair.

DATE: Tuesday, August 7, 2007 from 11 am - 2pm

WHERE: Runway Shows on Military Island, at the intersection of Broadway and 7th Avenue between 43rd and 44th Streets and Underwear Changing Stations on Fence Island.

TIMES SQUARE'S UNDERWEAR HERITAGE

It may be difficult to imagine today, but when Calvin Klein unveiled a giant billboard depicting a muscular man wearing white briefs in Times Square in 1982 - his first publicly displayed advertisement for Calvin Klein underwear - it sparked more than one revolution. It not only radicalized the way women and men regarded underwear, but it also set in motion a new era for sexual expression and male representation. It also helped to sell a lot of underwear.

Of course, skivvies were not a foreign concept to New York's Times Square throughout the 20th Century. After all, the neighborhood has always been a place where boundaries could be pushed and broken and a place for showing off and making a statement. In one form or another, the Crossroads of the World has always been a crossroads of desire and an intersection of commerce and sex. While

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counting down!



New Year's Eve



Revitalization of Duffy Sq.



TS Through the Lens