

THE BUFFALO NEWS

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Current

By SUSAN MARTIN

Men in pink

This is the summer of the masculine pink, the Baltimore Sun reports.

"Rappers, politicians, business types, inner-city boys on the city bus - all dressed in bubble gum, cotton candy, sunset pinks. For them, and other confident men, pink is the new white," Tanika White writes.

In the last several months, rap star and fashion award-winner P. Diddy has worn pale pink suits. Hip-hop mogul Russell Simmons has been photographed in striped pink polos and pink baseball caps.

And that's not all. Democratic presidential candidate John Kerry has been seen in pink ties, as has former President Clinton - who wore one on "Oprah."

Pink is expected to get even hotter next summer.

Fashion tip

Here is one shopping strategy to consider: "Start shopping in August for winter clothes and in March for spring clothes," write Emily Cho and Neila Fisher in their book, "Instant Style: 500 Professional Tips on Fashion, Beauty and Attitude" (HarperStyle, \$12).

But be sure to do an inventory of your closet first, so you won't be duplicating any item you already own.

Hooray for underwear

Mark your calendars: Aug. 11 has been designated the "Second Annual National Underwear Day" by Freshpair, a leading online retailer of men's and women's intimate apparel.

This year, among events planned for the day, Freshpair models will be in midtown New York clad - you guessed it - in their undies and soliciting signatures for a petition to win official recognition for National Underwear Day.



PRESS COVERAGE

Americans alone spend nearly \$13 billion on intimate apparel each year, according to a press release (in France, lingerie takes up 20 percent of the average woman's annual clothing budget.)

Here are some other tidbits about underwear (go to www.freshpair.com for these and other nuggets of information):

- Married men change their underwear twice as often as single men
- Eight out of 10 women wear the wrong size bra.

Eight-two percent of women have tried on men's underwear.

- Thirty-one percent of men have tried on women's underwear. <PGo figure

A new book written for plus-size women by the editors of "figure" magazine is getting positive reviews for its fun format and straight-forward advice.

"Figure It Out: The Real Woman's Guide to Great Style" by Geri Brin and Tish Jett (Sixth & Spring Books, \$17.95), features eight models "with the body characteristics of real women everywhere" and shows "before" (what not to do) and "after" (what to do) looks for work, play, a night on the town, a day at the beach and more.

As the introduction points out: "Each chapter opens with a perfect look and ends with appropriate and inappropriate ways to dress."

Special attention also is paid to various body types, and what wardrobe choices do and do not work for each.

And finally . . .

"Maybe the naked truth is glorious, but I like a bit of chiffon here and there."
Elsie Janis, late stage and film actress