

National Underwear Day Presented By Freshpair

by PhatGuru on Wednesday, August 6th, 2008



National Underwear Day was founded, and had its inaugural celebration in August 2003. Since that time, it has become a grand scale annual event featuring underwear runway shows at the center of Times Square in New York City, underwear changing tents where the public comes to receive their own complimentary fresh pair, and live appearances by underwear models on the morning news shows. Every year, we celebrate yet another full force tribute to what everyone wears underneath.

This year's National Underwear Day will take place on Tuesday, August 5th. In commemoration of the 6th anniversary of National Underwear Day, five hundred VIPs, celebrities and international tastemakers will join Freshpair indoors at the glamorous venue Espace in New York to celebrate! Actress and fashion maven Lydia Hearst will be the host of the 6th Annual National Underwear Day. Model Tyson Beckford will also be making a special appearance.



Male and female models clad in today's hottest brands including Diesel, 2(x)ist, DKNY, Sean John, Champion, Wacoal, Natori, Le Mystere, Unico, Baskit, 3G, Go Softwear, Nautica, Tommy Hilfiger, Giulio and Report Collection will tear up the runway in the season's latest styles. Additional participants in National Underwear Day Festivities include shoes.com, Wigwam, Pure Style Girlfriends, Body Wrap, Makeup Designory, the Operation Game and Soak Wash. Although Freshpair will not be taking Times Square by storm this year, underwear giveaways sponsored by Unico, Wigwam, Soak Wash and 2(x)ist will take place in New York City throughout the day. Thousands of pairs of underwear will be given away to lucky passersby!

Additional VIPS include:

Russell Simmons, hip hop pioneer; Nick Adams, A Chorus Line hottie, will walk the runway in the 2(x)ist show. Danity Kane's Dawn Richard will also take to the catwalk the catwalk in her underwear. TV host Wendy Williams and models Hana Soukupova and Jaslene Gonzales (winner of America's Next Top Model) Arden Wahl and The Bachelor's Graham Bunn will also attend.



About Freshpair

Freshpair is the leading online retailer of men's and women's intimate apparel. With over 100 brands available on the site, Freshpair is the premiere online destination for everything underwear. Freshpair is also the founder of National Underwear Day. Freshpair's exceptional customer service and huge selection help make every shopping experience comfortable and convenient. At Freshpair, you can buy underwear in your underwear. Freshpair also offers Free Shipping on US orders. Visit Freshpair at www.freshpair.com.