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Happy belated National Underwear Day!

Posted in **Shopping** by Lisa Freedman on August 6th, 2008

Sorry for the late announcement, but it seems as though yesterday was National Underwear Day. Luckily for me, I coincidentally happened to wear a pair—all day, too!—so I'll count that as my celebration. Lydia Hearst, publishing heiress and, perhaps, someone you find more interesting, celebrated in a different way: She launched the new **Myla lingerie** ad campaign at **Espace**. The nighttime garb is sexy as hell, but I'm slight annoyed at Hearst. She's always one-upping me!



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