

## Freshpair.com adds a bit of the Australian lifestyle to its line-up of premium underwear brands

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Freshpair.com, is pleased to announce the addition of the iconic Australian brand [aussieBum](#) to its lineup of premium underwear brands. aussieBum personifies Australian culture– from the visuals of Australia’s beautiful landscapes and beaches, to the embodiment of the ‘fit’ and ‘tanned’ bodies of the Aussie bloke.

aussieBum has been selling in the United States since 2001, but for the first time the company will have a major online retailer in the country. “Freshpair is the best in the business because they understand the customer and the industry. Their professional approach made Freshpair the clear choice for this collaboration” says aussieBum Director Sean Ashby. aussieBum’s multi-million dollar global enterprise keeps its distribution very tight, selling the majority of their items through their own company website and retailing selectively in Europe’s most famous department stores.

Freshpair has emerged as the online leader in the men’s underwear industry over the past ten years, and with shipping available to nearly 90 countries, is constantly looking for exciting and innovative brands. Freshpair President, Michael Kleinmann, shares the enthusiasm for this partnership. “Freshpair is very excited to be adding aussieBum to our offerings and our customers will be thrilled to have access to their great product line.”

Freshpair focuses on helping customers find the perfect fit for their body and personal style and with over 30 new aussieBum styles available on the site, there is definitely something for every man. “We see the original aussieBum Wonderjock quickly becoming a best-seller. Our customers have responded well to package-enhancing styles and other types of men’s shapewear in recent months, and this item really lifts and enhances a man’s natural assets,” says Kleinmann.

See the entire [aussieBum](#) selection at Freshpair at [www.freshpair.com/mens/AussieBum.html](http://www.freshpair.com/mens/AussieBum.html).

### **About Freshpair.com**

[Freshpair.com](#) is the leading online retailer of men’s and women’s intimate apparel. With over 100 brands available on the site and an expert staff that knows the ins and outs of the fits, sizing & styles, Freshpair.com is the premiere destination for everything underwear. Freshpair.com is also the founder of National Underwear Day, a holiday dedicated to the appreciation of underwear. Freshpair.com’s exceptional customer service and huge selection help make every shopping experience comfortable and convenient. Freshpair.com also offers *free shipping* on all US orders. Visit Freshpair at [www.freshpair.com](http://www.freshpair.com).

### **About aussieBum**

aussieBum is an Australian men’s swimwear and underwear lifestyle brand that began almost 10 years ago in the shores of Australia’s famous Bondi Beach. It has now gained International status and a huge following with fashion savvy males around the globe. The company is known for its high quality and trend setting products, such as the *Wonderjock*; underwear designed to enhance the appearance of the male form and other innovative products such as an underwear range made from the Banana fiber! All aussieBum products are proudly manufactured and owned in Australia and shipped to over 120 countries worldwide.

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