



Freshpair.com Announces Management Changes

Freshpair announced today that Michael Kleinmann has stepped down as President, a position he has held since 2001. Vice President Matthew Butlein succeeds him.

New York, NY ([PRWEB](#)) June 02, 2011 -- Freshpair announced today that Michael Kleinmann has stepped down as President, a position he has held since 2001. Vice President Matthew Butlein succeeds him.

“Michael has been instrumental in making Freshpair the #1 online retailer of men’s underwear and a leader in the online sales of women’s intimate apparel,” said Freshpair CEO Marc Butlein. “He successfully transformed the brand from a dorm room startup into an industry leader. His knowledge and experience will make him a valuable asset at whatever he decides to do next. ”

During his tenure, Kleinmann positioned Freshpair as an industry authority and oversaw the creation of National Underwear Day. He has been quoted in numerous media outlets, including the New York Times, Cosmopolitan and The Washington Post and has appeared on a number of TV shows, including Fox Business Channel and Make Me a Supermodel.

"Ten years ago, I had a vision of how to make Freshpair successful and sustainable and I have accomplished exactly what I set out to do," said Kleinmann. "I am excited to move onto the next chapter of my career and am pleased to turn over control to Matthew Butlein, who I have worked with for the past four years. He has led our buying and marketing teams to award-winning results and now he's ready to take on the whole company with that same edge and innovation."

“The company and its potential have always excited me. As pioneers in the industry, we are building something special and changing the way the world buys underwear,” says Butlein. Matthew joined Freshpair as a Marketing Analyst after graduating from Harvard in 2007.

About Freshpair

Freshpair is the premier destination for all things underwear, providing the personal attention of a boutique with the wide selection of a department store. We carry over 100 brands of men’s and women’s underwear and intimate apparel with the expert advice to make sense of it. Freshpair is also the founder of National Underwear Day, an annual holiday dedicated to the appreciation of underwear. Every shopping experience on Freshpair is backed by our exceptional customer care and includes free shipping on all US orders.

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