



Get the skinny on the skivvies from 2(x)ist Creative Director Jason Scarlatti in the Freshpair “Behind the Brand” video. 2(x)ist is excited to partner with Freshpair, the internet’s largest men’s underwear store, to give customers an in-depth look at 2(x)ist’s new collections, inspirations and upcoming creations.

Visit [www.freshpair.com](http://www.freshpair.com) and go to the Expert Advice section to “meet” Jason and have all your 2(x)ist questions on fit and function answered by the expert himself. Find out what styles fit best while working out or dressing up, what makes them so comfortable and see the newest styles from the Campus, Contrast, Essentials, Optic and Metal collections.

Scarlatti takes the time to interact with the Freshpair customers answering their questions on what’s new for 2(x)ist, concepts for design, highlights in working for the brand and much more!

As the forerunner in designer men’s underwear, 2(x)ist has positioned itself as the fashion brand that leads with that certain edge and incredible fit. 2(x)ist is sophisticated, clever, and sexy and has established itself as the standard for quality. Alluring styles and innovative marketing have been instrumental in positioning 2(x)ist as the brand with serious sex appeal. 2(x)ist produces a number of underwear collections each year, always staying on top of the current trends and styles.

#### **About 2(x)ist**

Renowned for its fashionable [and functional] underwear, 2(x)ist is synonymous with cutting edge style and has become an iconic American brand for men’s designer underwear. 2(x)ist took what was once a purely functional garment and elevated it to fashion status by applying key tenants of great design – cut, materials and fit all the best for a man with sophisticated tastes.

#### **About Freshpair**

Freshpair 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 is the premiere destination for everything underwear. Freshpair is also the founder of National Underwear Day, a holiday dedicated to the appreciation of underwear. Freshpair's exceptional customer service and huge selection help make every shopping experience comfortable and convenient. Freshpair offers *free shipping* on all US orders. Visit Freshpair at [www.freshpair.com](http://www.freshpair.com).

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