

## profile

Freshpair.com is the **#1 online retailer** of men's underwear and a leading retailer of women's intimate apparel.

Freshpair burst onto the scene in 2000 with one simple goal: Give people a way to shop for underwear that they will enjoy. This will help them find their perfect fit easier, and that will make them feel great. We offer the selection of a department store with the personal attention of a boutique, while eliminating the hassle of both. Freshpair is the premier destination for all things underwear, offering more than 100 brands of men's and women's underwear and intimates, and the advice to make sense of it all.

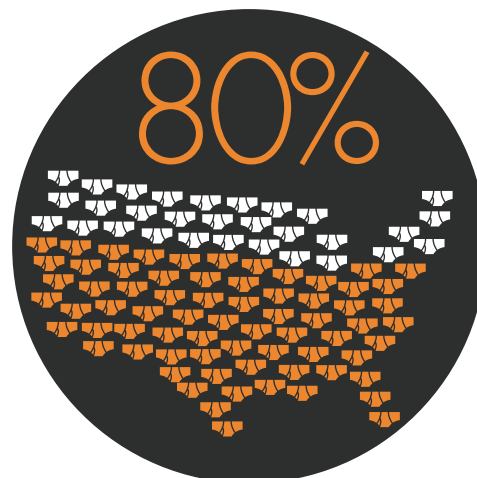
Freshpair shoppers enjoy personalized service, customer care that dazzles and exclusive promotions and giveaways, with free shipping to top it off. This has given us a leading edge in the industry, making us the authority on underwear and intimate apparel for both men and women, as well as the #1 men's online underwear retailer.

#### Free Shipping

When we say Freshpair is better than a store, we mean it! That includes delivering your order straight to your door free of charge. Every domestic order is shipped to you, absolutely free.

## Briefly Stated

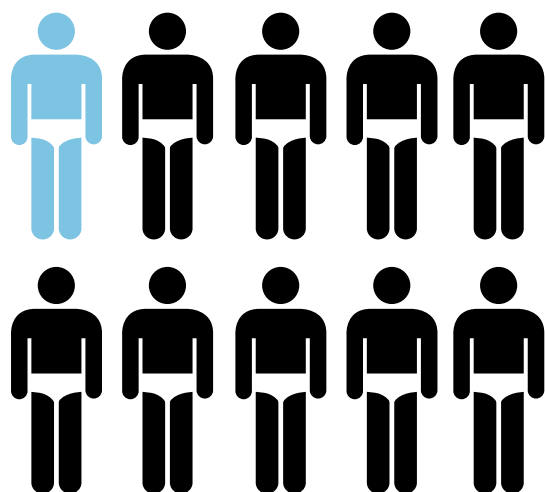
- Service that goes beyond the store means shipping directly to your door, free of charge. Free Shipping on all domestic orders
- We feature over 100 of today's hottest men's and women's brands, and ship to over 90 countries
- Founder of National Underwear Day
- Freshpair President Michael Kleinmann is frequently consulted by major media outlets for industry insight, including Fox Business and The New York Times
- The most well-known names in the business turn to Freshpair before the drawing board for ideas and inspiration
- Freshpair has collaborated with several major underwear companies to produce industry-renowned products



**80%** of American adults wear the same type of underwear their entire adult lives

men's department

# The guys who shop Freshpair are as vast and varied as our selection of underwear.



1 out of 10 men admit to wearing package-boosting underwear at least once a week. [We say be proud!](#)

## Men's Statistics:

- 40% of men prefer briefs
- 25% prefer boxer briefs
- 18% prefer trunks
- 10% prefer boxers
- 5% prefer thongs
- 2% prefer other styles

You can tell a lot about a guy by the type of underwear he wears, and we feel our top-selling styles accurately reflect our men's demographic. Our range covers the classics: tightly whities, boxers and boxer briefs from brands including Hanes and Calvin Klein; trendy, fashion-forward styles from brands like 2xist, Hugo Boss and Diesel; the daring side that includes thongs, g-strings and jock straps from Andrew Christian, Joe Snyder and Gregg Homme; and exclusive brands for the underwear connoisseur, like aussieBum, D&G and Unico. We ship to over 90 countries, giving guys all over the world their own version of the perfect fit.

### EASY DOES IT

Men nowadays have high expectations for their underwear, and we strive to exceed those expectations. That's how we've become the number one seller of men's underwear online for 10 years and counting. Before Freshpair, guys had no idea shopping for underwear could actually be enjoyable. They'd go to the store, search through dusty racks and base their decision on the boring pictures on the underwear boxes. There was no one to tell them the difference between fits and fabrics, functions and pouches. Freshpair saved the day with a whole new appreciation for underwear—we gave guys a reason to care—and an equally special way to shop for it. Our selection bumps up the five or six styles found in a typical department store to more choices than they've ever seen, and we make shopping for it interesting and fun! It may sound like an infomercial, but a visit to Freshpair doesn't just end in a purchase—we'd like to think our shoppers leave a little smarter each time.

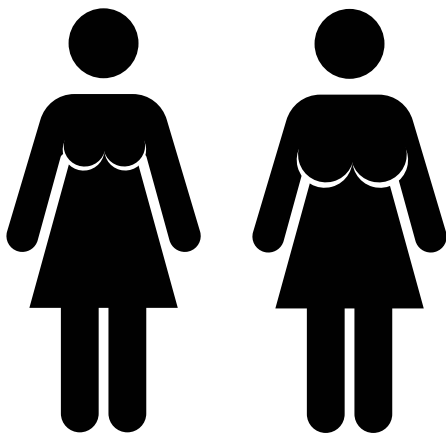
### DON'T JUST BROWSE—FIND STUFF!

Every guy who visits Freshpair has something different in mind, so we offer a few different ways to find exactly what you are looking for. Quickly search by brand, style or size. Guys in the mood to browse can shop by what's new, top sellers and what's on sale. You can even search by color and price. The navigation tools on every page make it easy to move around the site and the handy search box brings up instant results. Product descriptions go beyond what the item looks like, showing each one in a way that allows you to "feel" it through your screen.

women's department

# Shopping for lingerie and intimate apparel should be a **personal, luxurious experience.**

At Freshpair, stress and shopping don't belong in the same sentence, so you'll never find a messy bin, tangled rack of hangers or disorganized sizes. We make finding what you need not only easy, but enjoyable. We carry a vast range of bras, panties, sleepwear, shapewear and hosiery from over 50 different brands, and in more sizes than any department store—even hard to find sizes.



1991–2010

In 1991, the average bra size in the United States was 34B; today its 36C.

## Simplicity

Start your search however you want, whether by brand, style, color, fabric and even size. You can even let us do the work and browse our list of top sellers, what's new and sale items. Our navigation is clear and concise, so moving around the site is a cinch. We also offer solution-based shopping, a smart way to find items based on specific concerns, ranging from cup shape to personality. Since we know many women are "lingerie loyalists," we can keep track of your favorite styles for one-click ordering.

## Expertise

The first bra may have consisted of two handkerchiefs tied together, but today's selection is as big as it is exciting. From bras to panties to hosiery, and even shapewear. Product descriptions contain all the product knowledge you need, and are related in a "feeling" way so you get a better sense about the item beyond how it looks. Our Expert Advice section features size guides, trend reports, tips on lingerie care and even a technical terms glossary. We carry all the top brands and help you find which one is best for you.

## Wisdom

With such a huge selection, you'll be tempted to try new things. Whether taking the plunge means trying a new brand, style, fabric or even color, it should never be risky business. Our size guides take the guesswork out of trying new products and help you find your size quickly. Women of all shapes, sizes and personalities will find exactly what they are looking for, as hard to find sizes are one of our specialties.



# our brands


## Men's Brands

- |                   |                   |
|-------------------|-------------------|
| 2xist             | Gold Toe          |
| 3G                | Gregg Homme       |
| Andrew Christian  | Hanes             |
| aussieBum         | Hugo Boss         |
| Bike              | Joe Snyder        |
| BumGear           | Levi's            |
| BVD               | Macho             |
| C-IN2             | Magic Silk        |
| Calvin Klein      | Male Power        |
| Champion          | Mansilk           |
| Clever            | Munsingwear       |
| Cocksox           | Obviously         |
| D&G               | Papi              |
| Diesel            | Piss & Vinegar    |
| DKNY              | Players           |
| Ed Hardy          | Polo Ralph Lauren |
| Emporio Armani    | Sculptees         |
| Equmen            | Spanx for Men     |
| Expose            | Timoteo           |
| Falke             | Tommy Hilfiger    |
| Fruit of the Loom | Tommy John        |
| Ginch Gonch       | Unico             |
| Go Softwear       | Wigwam            |

## Women's Brands

- |                           |                  |
|---------------------------|------------------|
| Anita                     | Goddess          |
| ASSETS by Sara Blakely    | Gold Toe         |
| b.tempt'd by Wacoal       | Hanes            |
| Bali                      | Hanky Panky      |
| Barely There              | Le Mystere       |
| Bendon Sport              | Lily of France   |
| Betsey Johnson Intimates  | Lilyette         |
| Body Wrap                 | Lunaire          |
| Calvin Klein              | Magic Silk       |
| Carnival                  | Maidenform       |
| Champion                  | Moving Comfort   |
| Chantelle                 | Natori           |
| Diesel                    | Olga             |
| DKNY                      | Olga's Christina |
| Donna Karan               | OnGossamer       |
| Elle Macpherson Intimates | Panache          |
| Elomi                     | Playtex          |
| Enell                     | Pure Lime        |
| Falke                     | Sassybax         |
| Fantasia                  | Shock Absorber   |
| Fashion Forms             | Spanx            |
| Felina                    | Vanity Fair      |
| Flexees                   | Wacoal           |
| Fruit of the Loom         | Warner's         |
| Glamorise                 | Wigwam           |

 **24%** of men have a lucky pair of underwear 

 **8 out of 10** women are wearing the wrong size bra

## president's profile



### Michael Kleinmann President, Freshpair.com

A visionary in the apparel industry for several years, Michael Kleinmann has been a key player in bringing underwear to the forefront of fashion. Michael joined Freshpair in 2001, and his role as spokesperson for the company has landed him as the authority on everything underwear. His industry expertise has been featured in The New York Times, The New York Post, The Washington Post and Cosmopolitan, as well as several other major news outlets and network television features. Michael's background in marketing, e-commerce and customer service has given him a leading edge, pushing Freshpair out of the box and into the minds of today's savvy shopper. He also was co-founder of National Underwear Day.

### A Brief History of freshpair

- **2000** – Freshpair is born
- **2002** – Michael Kleinmann becomes Chief Operating Officer of Freshpair
- **2003** – Freshpair creates National Underwear Day and is seen on Inside Edition
- **2004** – Freshpair moves from Michael Kleinmann's apartment to office in Soho
- **2005** – Freshpair produces the first underwear runway show in Times Square for National Underwear Day
- **2006** – Freshpair moves to current corporate office in the historic Cable Building
- **2007** – Freshpair adds its 100th brand to site
- **2008** – Freshpair and National Underwear Day are spotlighted on The Today Show and Entertainment Tonight
- **2009** – Michael Kleinmann, President of Freshpair, appears on Fox Business to explain how sales of men's underwear serve as an economic indicator during the recession
- **2009** – Freshpair launches men's shapewear department, featuring everything from slimming tops to profile enhancing underwear
- **2010** – Freshpair celebrates its 10th Birthday and 8th National Underwear Day

# media



**The New York Times**  
Men's "shapewear" is "the next big thing," declared Michael Kleinmann, the president of Freshpair, in an article discussing the new shapewear for men retail category.



**Fox Business**  
Michael Kleinmann, President of Freshpair.com, explains how sales of men's underwear serve as an economic indicator during the recession.



**The Wendy Williams Show**  
Wendy Williams celebrated National Underwear Day on her hit talk show with underwear giveaways and hot models in their skivvies.



**Make Me a Supermodel**  
In this episode of the hit reality show hosted by Tyson Beckford, the challenge winner attends a go-see for an underwear modeling job with 2(x)ist and Freshpair.com.



**Entertainment Tonight**  
The newscasters highlighted National Underwear Day with exclusive backstage coverage. "Ditch your clothes and don your skivvies," they said, "for an all undies fashion show."



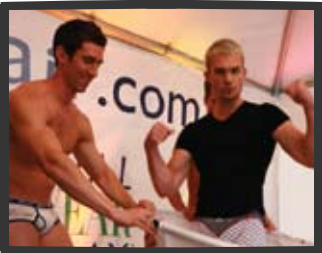
**The Today Show**  
Kathie Lee Gifford and Hoda Kotb interviewed Tyson Beckford and Lydia Hearst about National Underwear Day and introduced selections from Natori, 2xist, Diesel, DKNY, Wacoal and Sean John.

**1/3** of jockstrap wearers actually wear their jock straps during sports activities

# media



**Live With Regis and Kelly**  
Regis introduced National Underwear Day and said more & more people are going commando; Kelly replied: "I wear panties! Every day!"



**AOL**  
National Underwear Day was chosen as the favorite Wacky Event in August for AOL users and was placed on the AOL welcome page.



**Esquire**  
"According to Freshpair's recent poll of 20,000 men and women, 6 percent of women claimed to go au naturel."



**Chelsea Lately**  
Chelsea said: "I was reading The Post, and did you know yesterday was National Underwear Day? I always wear panties!"



**The Insider**  
Paula Froelich, gossip writer for The New York Post, reported on The Insider. "Is this what they mean by the 'naked city'?" the giddy gossipeuse quipped.



**Good Morning America**  
The Good Morning America Team announced National Underwear Day before peering out their studio window to watch Freshpair underwear models below.

# national underwear day

Freshpair is the proud founder of National Underwear Day, an annual celebration dedicated to global underwear appreciation.

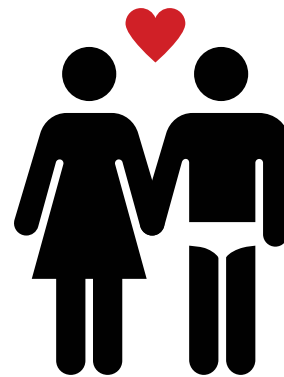
When Freshpair rolled out the first National Underwear Day 8 years ago, it was to shout out loud that underwear isn't just the first thing you put on and the last thing you take off, but the most important thing you wear all day (that was actually our motto). Models clad in underwear took over Times Square and greeted tourists and native New Yorkers alike, petitioning to make National Underwear Day official. Since then National Underwear Day festivities have grown to include all-out underwear runway shows and star-studded parties and events.

In 2010, a startling fact inspired us to take National Underwear Day in a new direction. Upon realizing that 80% of Americans stick with the same underwear styles their entire adult lives, and 60% of them don't even wear underwear that fits, we took action and launched history's biggest underwear giveaway. A whopping 5,000 pairs, to be exact! We wanted to show people that there is a better way to get the underwear that fits them correctly, so they can feel great.

The excitement spread like wildfire—the hottest brands in men's and women's underwear were only too happy to collaborate on National Underwear Day 2010. Piss & Vinegar, Expose, Calvin Klein, Natori, 2xist, B. temp'd by Wacoal, Ed Hardy, Go Softwear, Panache, Unico, Gregg Homme, Lunaire, Joe Snyder, Cocksox, Mansilk, and Elle Macpherson Intimates, to name a few, helped to spread the word that there is a better way to shop for underwear.

In the end, we also got a chance to learn a great deal about our dedicated customers. Facts like 40% of men in Minnesota consider themselves "briefs guys?" And the women of Wisconsin buy as much lacy underwear as Indiana, Ohio and Kentucky combined.

Stay tuned for National Underwear Day 2011. Who knows—maybe you'll be our next lucky winner!



Married men change their underwear twice as often as single men