

FLYPAPER

We shop therefore we blog

IS AUGUST NATIONAL UNDERWEAR MONTH?

BY NANA AT AUGUST 19, 2008, 2:54 PM



Did I

miss the memo? Is August the month skivvies sales skyrocket and we just didn't know about it? We're only a lil' more than halfway through the month and there've already been three huge events dedicated to underthings - The CILAs (Contours International Lingerie Awards), [Fresh Pair's 'National Underwear Day'](#) event hosted by socialite Lydia Hearst, and the [Lingerie Americas Trade Show](#). I asked Bluefly's Intimates Buyer, Joanna, what the dilly. She says there's no Lingerie Mafia that springs into action in the hottest month of the year. "I think the Intimates market is just taking advantage of the sliver of time they have in between the summer dress season and fall," Joanna says. "With the end of summer and back to school, they realize people are in the headset where they want to refresh everything in their wardrobe -- even the stuff you can't see."

[Images l to r: Model at the CILA Awards on August 4th courtesy of Matthew Coulter; Model at Fresh Pair's event on August 5th]

[comments \(0\)](#) | [link](#) | [reddit](#) | [delicious](#) | [digg](#) | [facebook](#)

RECENT POSTS

- [Tribal Prints Brought Fashion Forward](#) ✓
- [Is August National Underwear Month?](#)
- [Finish This Look: Bronzed Leather Cropped Trench Coat](#)
- [Britney Spears to Launch a Clothing Line](#)
- [Daphne Guinness is a Silver Fox](#)
- [Comme des Garcons Designs for Team USA](#)
- [Beyonce to Launch Fashion Jewelry Line](#)
- [America's Next Top Tranny](#)
- [Pendant Patrol: Layered Seashell Necklace](#)
- [Rachel Roy for Grey Goose Vodka](#)
- [Seven Jeans Shows "Behind Photographs"](#)
- [Summer Trend Alert: Canvas & Straw Black Fedoras](#)
- [Gold Medal Models](#)
- [Looking Olympic](#)
- [Sorry, But I Prefer to Keep My Spanx Under Wraps](#)

TOPICS

- [Author Bios](#)
- [Bargain Huntress](#)
- [Best Dressed Bloggers](#)
- [Can't Live Without](#)
- [Caption This Contest](#)
- [Christian Siriano](#)
- [Curbside Catwalk](#)
- [Designers](#)

- [Events](#)
- [Fall 2008 Fashion Week](#)
- [Fly or Bye?](#)
- [Fly TV](#)
- [Flypaper's Closet](#)