

PRESS RELEASE

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Fashion, Clothing, Swimwear, Textiles, Sports, Business News

Explosive New Mens Swimwear and Underwear Range from Lustythreads Fills Huge Market Gap with a Stars & Stripes Headliner

NOOSA, AUSTRALIA and SPRING BREAK, FLORIDA - March 31, 2004 /Send2Press Newswire/ -- No more boring boxer shorts or ugly underwear this spring season, with the launch of the exciting new range of men's wear from lustythreads (www.lustythreads.com).

"After significant customer research, we discovered that there is a huge gap in the men's swimwear and underwear markets," said lustythreads' Director, Victoria Brown. "Our hot new range is targeted at the man who wants something a little more unique and risqué."

"Our Stars & Stripes Brazilian-backed swimwear has really taken off in Australia and we believe we will get the same response around the world," continued Brown.

Another leading seller is the Razor Back Cossie, a Finalist in the Australian Fashion Awards. In Stark White or Bold Black, the Razor Back features three suggestive slashes in back and is a certain standout on the beach.

(* Photo: <http://lustythreads.com/gallery/tony/tony009.jpg>)

"We obtained great feedback from the Fashion Awards on our Razor Back," continued Brown. "We have also been inundated with requests for sexy men's wear from our customers who love the lustythreads women's range."

Themed around the drama of our volatile global climate, the new swimwear range provides a huge range of beach wear -- from cute belted-trunks to maximum exposure G-strings including:

- * The Tempest: revealing G-string with low front pouch and gorgeous triangular exposure at the back
- * The Hurricane: hot G-string with wide triangle front and tri-back
- * The Storm: stunning era trunks in Lycra with cute feature belt

Choose from the hottest summer fabrics including Stars & Stripes, Hot Dots, Camouflage, Mesh, and Wild Leopard.

The underwear range takes on a military theme and features lace, Lycra, cotton and mesh including:

- * The Sniper: sizzling white lace boxer with Lycra waistband
- * GI Joe: sexy see-through G-string available in black and white sparkle sheen
- * The Missile: high-fronted cotton G-string with tri-back in all the latest summer colors including Hot Pink and Luscious Lilac.

All can be accessorised with the suggestive Combat white singlet and AWOL trunks. Prices for the men's range start at just \$22.00.

Lustythreads.com now exports to over 35 countries with the USA being the #1 market. All lustythreads garments are Australian made.

The men's and women's wear range is available at <http://www.lustythreads.com> .

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