

# Event highlights: Frigo launch party; Bergdorf holiday window reveal

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Frigo Launch Party (Frigo)



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November 23, 2013

On Thursday Nov. 21, guests including Robert Novogratz and family, Derek Jeter, Carmelo and Lala Anthony, Timbaland, Kelly Killoren Bensimon, AJ Calloway, Darryl Strawberry, Agnez Mo, Tyson Beckford, DJ Cassidy, Erin Cummings, Caroline Winberg, and many others came out to the exclusive party for the launch of **RevolutionWear's new FRIGO men's luxury underwear** line at the pop-up shop in Manhattan's Meatpacking District, conceived and designed by Robert and Cortney Novogratz.

Meaning “free and cool” in Latin, Frigo was originally made out of the highest quality fabrics and brought all the bells and whistles a man could want for their under garments.

The initial design features the Frigo zone, which has an adjustable mesh pouch that provides the support and soft lock adjustment for a unique custom fit. Some people questioned the product because it cost \$100 each. Men, especially athletic men, loved the comfort and freshness Frigo provided them, so to be more accessible the company decided to come out with a cotton version for the underwear, which runs anywhere from \$25-\$40 each and can be worn everyday.

Examiner.com had the pleasure of asking some questions to Kinda from Frigo and here is what she had to say:

### **What makes FRIGO stand apart from other boxer briefs out there?**

There is a pouch inside which is adjustable on both sides. It is custom fit, so you can adjust it looser or tighter to comfort level. Adjustment stays through washing. Men said they were addicted to the comfort and freshness Frigo gave.

### **Why is the price so high and will you come out with less expensive models?**

We use the best fabrics from Italy...We started with our first model last year and it sold out completely. We wanted to come up with a model that men could wear under a suit or just everyday and everyone does not want to pay \$100 so we can up with the same concept, but used cotton and mesh for the pouch.

### **What is the one special feature you want consumers to know about Frigo?**

The pouch. The pouch provides the comfort and freshness.

This pop up blended the retail and lifestyle experience while giving guests to explore the Frigo brand and admire the revolutionary underwear line. Throughout the evening, guests enjoyed a live DJ, flowing cocktails and a lounge/club ambiance. The venue boasted a hip coffee shop vibe upstairs with bookshelves and lounge chairs that led to a private members only club below with a pool table, couches and a much more relaxed vibe. The line was on display for guests to see, feel and grasp the quality. A step above anything out there and made for all to wear, Frigo is durable, lightweight, adjustable and top of the line.

Additional sightings

- On Friday, Nov. 22, Trey Songz with **Versace** hosted a special event to benefit his **Angels With Heart Foundation**. Songz is encouraging people to engage in random acts of kindness through his charity. Fabolous, singer and actress Adrienne Bailon and Kevin Liles were in attendance at the private cocktail party at the Versace Boutique located at 647 Fifth Avenue. Guests shopped for looks from Versace's Spring/Summer 2014 collection to benefit Songz's charity. Songz will be hosting similar events in Atlanta and his hometown Virginia.
- Another event highlight this week, was that the windows at **Bergdorf Goodman** were publicly unveiled at a special sidewalk event for the first time ever on Nov. 21. The 2013 Fifth Avenue windows at Bergdorf are titled "Holidays on Ice." Bravo TV host Andy Cohen was a special guest and he introduced the first ever sidewalk reveal, which featured a special performance by STREB Extreme Action Company, a Brooklyn-based troupe led by award-winning choreographer Elizabeth Streb. The surprise performance had audiences gazing skyward, as five acrobatic dancers descended the iconic Fifth Avenue building. David Hoey, Senior Director of Visual Presentation for **Bergdorf Goodman**, was on hand as well. The windows continue along Fifth Avenue at Goodman's Men's Store. All windows will be on display until Monday, Jan. 6, 2014.

*Sarah Wale contributed reporting.*