

Local News

The Morning File with Peter Leo

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By Rebekah Scott, Pittsburgh Post-Gazette

Next big thing

On the same day PETA made its announcement, a New York linen company went public with its newest offering: LaThong Disposable Panties. "Disposable underwear has been popular in Europe and Asia for well over 10 years," said Danita Harris, president of DNA Products in a press release heralding America's attempt to come from behind and close the disposability gap, and after all we pioneered disposability. "We're trying to bring that same popularity here to the U.S." Travelers can save on luggage space and laundry bills, Harris said -- the polypropylene undies come in tiny packages of three, five or seven, and choices include boxers, briefs and bikinis. And now thongs. With sales accounting for 25% of the U.S.'s \$2.6 billion women's underwear market in 2004, Harris says a throwaway thong was inevitable. Why these people are ignoring the men's disposable thong market is beyond us.

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