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January 20th, 2010

Panty-of-the-Month Club Delivers Luxury to Your Drawers

Lingerie is among the most intimate luxuries. Given the choice, we prefer to shop for lacy underwear and handpainted nightgowns in shops that are as unique and personal as the delicacies they sell. That's why we were thrilled to find **Birdies Lingerie and Swim Boutique** in Kansas City's Crossroads Art District — the

boutique offers designer lingerie and handmade ornaments with a commitment to customer service and courtesy. But what really caught our attention is the shop's panty-of-the-month club, with subscribers as far away as London and the Middle East. For a cost of \$200 for six months and \$300 for a full year, you get one panty per month, delivered to your door.

In person, Birdies owner Peregrine Honig and business partner Danielle Meister can assess any customer's size and best drape and color in a matter of seconds, and they are equally adept at getting to know mail-order club members, too. When you sign up, you'll be asked for details, such as body type and favorite colors, fabrics and styles, so Honig and Meister can choose underpinnings that will fit you in more than just the literal sense. One month, you may get a \$15 pair of **American Apparel** cotton panties with silk-screened designs made by Honig or commissioned from another artist. The next month may bring a \$90 pair by **Marlies Dekkers**, whose edgy, contemporary designs have won numerous awards, including the **ELLE** Innovator of the Year Award (2004) and Creator of the Year (2008). Over the course of 12 months, the club works out as a bargain.

The shop contains a variety of lingerie from designers that may end up as one of the club's selections. **Mary Green**'s vivid satins flirt with their own complementary lacework; **Solo Jones** offers perky colors and clean lines; **Made by Niki** features the structure of vintage pieces, and **Simone Pérèle**'s elegant pieces evoke romance. "Anything that's close to your body is going to affect your day," Honig says. "It's going to affect the way you feel about yourself." For more of Honig's fashion sense, check out her new glossy book **Widow** (Landfall Press, 2009).

Experimenting with different styles via a panty-of-the-month club sounds like a great way to find out what suits you best. What do you think — does feeling good in your clothes start with undergarments?

Photo credit: Ron Berg

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