

**Marc Adamson Couture: Finer Underwear**  
**By Alan Bennett Ilagan**

*As current underwear styles showcase all that is gaudy and garish, Marc Adamson offers a sleek, sexy alternative for those of us who no longer wish to wear underoos.*

Amidst the fad of funderwear and the throwback to underoos, the current state of men's skivvies is a gaudy, garish affair reeking of 70's excess and Y-front color-block madness. For the more subtle and sophisticated among us, it seems that elegance and simplicity have gone by the wayside. Thankfully, a classic is always in style, and for those who yearn for understated, chic subtlety, Marc Adamson is offering a selection of undergarments and swimwear that returns to the basics.

Adamson's designs are sleek, simple, and elegant – with just enough punch and pizzazz to set them apart from the crowd. While larger companies like AussieBums and Skivvies take the world by overbearing thunder, Marc Adamson presents a quiet, classier alternative. While it appears that our fashionable unmentionables are becoming increasingly tacky and flamboyant - more laughable than desirable, with all of their colourful, patterned excess – Adamson's line bucks the trend, flying in the... well, fly... of popular convention.

Made of a unique fluid-like fabric that caresses the body, contouring its softness over all of the critical curves, Adamson's underwear is sexy and seductive stuff, with the slightest bit of sheeriness for erotic effect. Don't be fooled by its luxurious silky texture: Adamson's pieces are constructed with a sturdy foundation, re-enforced and grounded by an exceptionally-strong waistband, created out of a "high-density interwoven elastane making the waistband five times stronger than generic underwear labels."

A variety of styles is available, including a Super low-rise brief, a Hipster brief, and a Boxer brief, each offering strength and support where it's needed, and comfort and quality where it's wanted. Adamson has also created a line of swimwear, made from an Italian Lycra Carvico, which purportedly has a higher chlorine resistance than that of regular lycra. The same high-density elastic that holds the underwear together is employed in the swimwear as well, rendering the need for a drawstring conveniently non-existent.

For each of his products, Adamson's family crest is die-cast in nickel and chrome, then electroplated and mounted onto the front of the garment. It's a personal touch that adds a bit of sparkle to an otherwise-spartan design. No detail is left unattended – even the care labels are woven in silk to guard against irritation. Attentive consideration of such features lends a couture-like customization to a business that has traditionally fallen prey to mass-market production levels.

As if designing and creating the garments wasn't enough, Marc Adamson has the chiselled body and marquee looks to have modelled the 2005-2006 collection himself this season. It's rare to see a designer in his underwear, and even rarer to see one who fills them out so nicely. (Insert your perfect package puns here.) Adamson is not just a pretty poster boy for his product, however. He earned a certificate in fashion design and illustration at the Karl H. Von Busse Institute of Technology at Bond University, where he discovered his passion for his career path.

"I knew after school that I wanted to be in fashion," he explains, "But at that stage I didn't really know where...Design, Marketing, Styling, Manufacturing, or PR perhaps". As it turns out, Adamson has successfully done a bit of each, and done it quite well.