

FORGET SEXY LINGERIE - GUYS FIND WOMEN IN FOOTBALL SHIRTS MOST ATTRACTIVE IN BED

Submitted by: 10 Yetis PR and Marketing

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Research of over 1900 men has revealed that men would much rather see their partner or wife in their favourite football teams colours than a skimpy lingerie set in bed.

Women who are looking to bring a bit of romance back to their relationship should look no further than their man's favourite football team strip when it comes to what to wear in bed according to research from a leading women's celebrity fashion website.

www.MyCelebrityFashion.co.uk quizzed 1,904 blokes on their favourite female bed-time fashion turn on and instead of sexy lingerie or fantasy role play costumes leading the way, the most popular turn-on for men was their wife or girlfriend wearing their favourite teams top.

34% of men asked said they would prefer their wife or girlfriend to wear their favourite team's football or rugby top in bed, 23% said that they would be more interested in "sexy lingerie", 21% replied with simply "nothing", 16% said they would love to see a "fantasy role play outfit" and 6% said "ordinary nightwear".

Londoners were second behind blokes in the North West when it came to wanting to see their missus in their favourite strip, with half, 52%, preferring the idea.

Blokes in the North West were the most keen to see their partner in a football shirt with 53% saying they would be most turned on by this. The region that least went for the football or rugby top look in bed was Scotland where only 17% went for football shirts and instead 48% blokes instead preferred the sexy lingerie look.

42% of men in the South West would like to see their partner in their favourite rugby team's jersey, beaten only by men in rugby-mad Wales, 51% of whom would prefer their wife or girlfriend in a rugby top.

Speaking about the results the Managing Director of MyCelebrityFashion, Jilly Tovey said,

"I think women everywhere always had a sneaking suspicion that blokes like their football or rugby team more than they should but to find out that they find women more attractive in bed when they are wearing a football or rugby top is maybe taking it a little too far".

She continued, "Not only do the results strike a blow for women's wardrobes it also causes us at MyCelebrityFashion a huge headache as we don't stock any football related sporting wear and have no plans to do so in the immediate future".

The full list of favourite bed-time clothes split by region were as follows:

Scotland: 48% preferred women to wear nothing in bed

North East: 49% preferred women to wear football shirts in bed

North West: 53% preferred women to wear football shirts in bed
Midlands: 46% preferred women to wear football shirts in bed
East England: 42% preferred women to wear sexy lingerie in bed
West England: 51% preferred women to wear football shirts in bed
South West: 42% preferred women to wear rugby shirts in bed
South East: 39% preferred women to wear sexy lingerie in bed
Wales: 51% preferred women to wear rugby shirts in bed.

ENDS

For more information, or to interview a member of the MCF team, please contact Rich Leigh of 10 Yetis PR (<http://www.10yetis.co.uk>) Agency on 01452 348 211 or rich@10yetis.co.uk.

EDITORS NOTES:

MyCelebrityFashion and its studies have been featured in The Daily Mail, The Guardian, Glamour Magazine and more.

MyCelebrityFashion was named Website of the Week in WebUser magazine 07/08/08

MyCelebrityFashion was named Website of the Week by Tara Palmer-Tomkinson's www.3sacrowd.com website 08/08/08

MyCelebrityFashion is the first UK site dedicated to listing celebrities and where you can steal their style of clothing, including Kate Moss, Sienna Miller, Victoria Beckham, Agyness Deyn, Cheryl Cole and others

The site lists the latest discounts and offers across a number of big name brands including Armani, Gucci, Ralph Lauren, Tommy Hilfiger etc

Large high street retail outlets such as House of Fraser, Schuh, Laura Ashley, Miss Selfridge, Marks and Spencer, Wallis and Faith have their ranges and latest fashion items listed on the site