

Mag readers strip down to their smalls

MELBOURNE'S long-gone record store Gaslight Music was famed for its annual nude day promotion.

Now a boutique magazine store has taken it one step back.

Retailer Mag Nation has introduced a cheeky promotion, Undies Monday.

Shoppers who walk into either its Elizabeth St, city, or Greville St, Prahran, store in nothing more than their underwear receive a free magazine, book or stationery item worth up to \$50.

Spokesman **Sahil Merchant** said the day had taken off so well, the company had to put a limit on the number of people using the offer.

"It has gone absolutely insane," Merchant said.

"We had to limit it or we would have gone bankrupt."

He said while no Formula One drivers or their WAGs had yet dropped into the store, thousands of others had stripped off for their free magazine or pen.

"It's absolutely hilarious watching people strip down out the front of our Elizabeth St shop," Merchant said. "Other pedestrians are just in shock."

Merchant said the store began the offer at the start of the month and it would finish on Monday.