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WAXING SALON ASKS COMMUTERS TO GO PANTSLESS ON NYC SUBWAY

Hair removal company Shobha invites patrons to hop on the metro together before the official annual 'No Pants Party.'



Robyn Hightower on January 10, 2013.
@RobynHightower

New York-based hair removal studio **Shobha** is hosting an unaffiliated pre-party for Improv Everywhere's annual **No Pants Subway Ride** in New York. Shobha, which has salons all over New York, has invited ladies (and gents) to their Financial District location to meet up, strip down, and ride the subway in their skivvies together.



Those who wish to join the pre-party and commit to ride the subway with bare legs will receive a free hair removal services for their brows, underarms or bikini lines. These free hair removal vouchers will be emailed the next day.

Last year for the ride, Shobha gave out underwear with the Shobha logo across the back, so participants could strut their hair-free legs around the underground. This year, they say they will not be giving out underwear, but will be providing something else to wear. In the [eventbrite invite](#), they also advise people to opt for easy-to-remove bottoms and to practice taking them off at home.



What better way to show off their hair-eliminating services than invite people to show off their smooth legs before a no-pants party?

Shobha

Editor's note: Improv Everywhere claims no affiliation with Shobha.



TOPICS: Advertising, Branding & Marketing

TAGS: Advertising, Beauty, Flash Mob, Hair, Hair Removal, Improv, Improv Everywhere, Marketing, Metro, Salon, Shobha, Subway, Underwear

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