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Shobha

Every January, select New Yorkers brave the elements to participate in the No Pants Subway Ride, an event staged by the **Improv Everywhere** prank collective. Participants board the subway in the middle of winter sans pants, to the great amusement of surprised onlookers.

This event presented the hair removal salon **Shobha** with a unique opportunity to publicize their service. In January, The Manhattan-based salon sent a team of pants-free participants to the event in underwear proudly bearing the Shobha name.