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SOCCER SUPERSTAR David Beckham signs photographs Wednesday at the unveiling of his new advertising campaign for Emporio Armani underwear.

Beckham shows off his undies in S.F.

By Dino-Ray Ramos

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San Francisco's Union Square Park erupted on Wednesday afternoon with screams and squeals as soccer superstar and paparazzi staple David Beckham stepped on to the stage to reveal the world premiere of his newest Emporio Armani underwear ad.

As the sun beat down on the concrete of the city's popular urban oasis, a black tarp slowly dropped with striptease charm from Macy's Geary Street entrance to reveal Beckham in some stylish tighty whities.

The world may be used to seeing Beckham scantily clad with his 0 percent body fat torso, but it took a while for his family to get used to it — particularly his “mum.”

“My mum was slightly surprised when she saw the first pictures,” says Beckham. “But that’s my mum being a mum. It’s natural, but she’s come to terms with them.”

As for his wife, Victoria “Posh Spice” Beckham, he says that she loves them — no surprise there.

Beckham signed autographs for a select group of fans (they had to purchase \$200 worth of Emporio Armani underwear) as onlookers drooled behind barricades.

The artistically erotic ads may have women wanting to be with him and men green with envy over his body, but Beckham genuinely has affection



DAVID BECKHAM'S fans react as the soccer superstar walks out on stage.

for the streamlined Emporio Armani undies.

“I love wearing it and obviously I like being photographed in it,” laughs Beckham. ““I love (the underwear) because they’re comfortable,” says Beckham. “It’s masculine, but it has that feminine side that’s really attractive. They’re great. People are going to love them.”

People may love the underwear, but based on the swoons of the day, people would rather wear Beckham.

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