A New Chapter Begins

Thank You, Portland

After nearly two decades, it's time for a major life transition.

I'm announcing my *retirement* and the closing of our flagship store, **underU4men** in downtown Portland. It's a moment filled with emotion, gratitude, and pride.

I created the underU4men concept 20 years ago—launching 3 stores in just 18 months: Portland, Bridgeport Village, and Seattle. A few years later, we consolidated into this beloved Portland location and the Seattle store. The Portland location has become far more than a retail store. It's been a safe, stylish, and celebratory space for our LGBTQ+ community and allies. From underwear models, fashion parties, and Pride events, to hosting the **Travel Gay Portland Visitors Center** for over a decade, and supporting countless LGBTQ+ non-profits—it's been an unforgettable ride.

This store succeeded because of *you*: our diverse, loyal, and fabulous customers—gay, straight, moms and dads, queer, trans, bears, cubs, twinks, and everyone in between …You made underU4men the most extraordinary men's underwear store in the world—and a space where *everyone* belonged. Thank you.

And none of it would have been possible without the constant love and support of my husband Larry, our friends and family, and our phenomenal team. We survived a recession, COVID, months of unrest—and we thrived, coming back stronger each time.

With downtown's challenges fading, we love it more than ever. We believe it's still the best place to start a business—and we're re-committing to it, giving you a fresh reason to rediscover downtown.

It's time to pass the torch.

My General Manager of 13 years, **Wesley**, will open a NEW, curated underU4men boutique just a few blocks away. It will open this fall, and yes, in downtown. The lease is signed, and construction is underway. Wes joins James (who now owns our Seattle location) as a next-generation employee-owner.

I'm deeply proud of what we built—and thrilled to support this new chapter. I'm passing the legacy to my employees, and I know they will serve our community well.

But first… It's time to celebrate!

RETIREMENT SALE BEGINS NOW
Everything 20–70% OFF
Every Item. Every Brand.

Farewell Celebration Event – Tuesday, August 26 | 6–10 PM
Join us at the Portland store for an epic send-off: models, drinks, and FUN.
Oh, bring your wallet, we have a special deal for you. One Night Only!

Thank you, Portland. Let's make this final season one to remember.

— **Steven Lien**
Founder, underU4men