

Need to  
Know

SO HOT!

# Invasion of the Nearly Naked Men

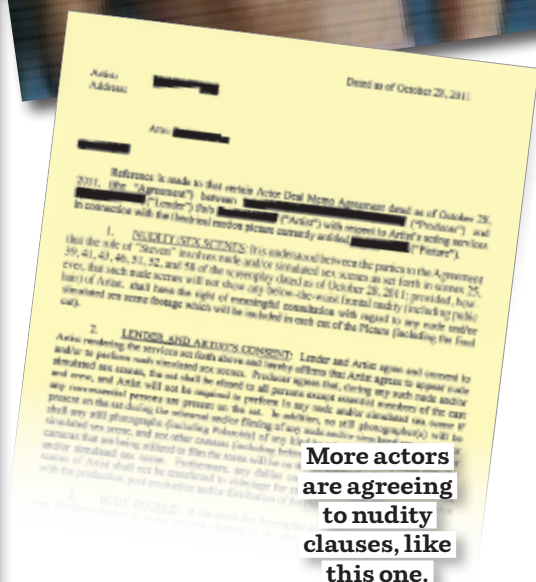
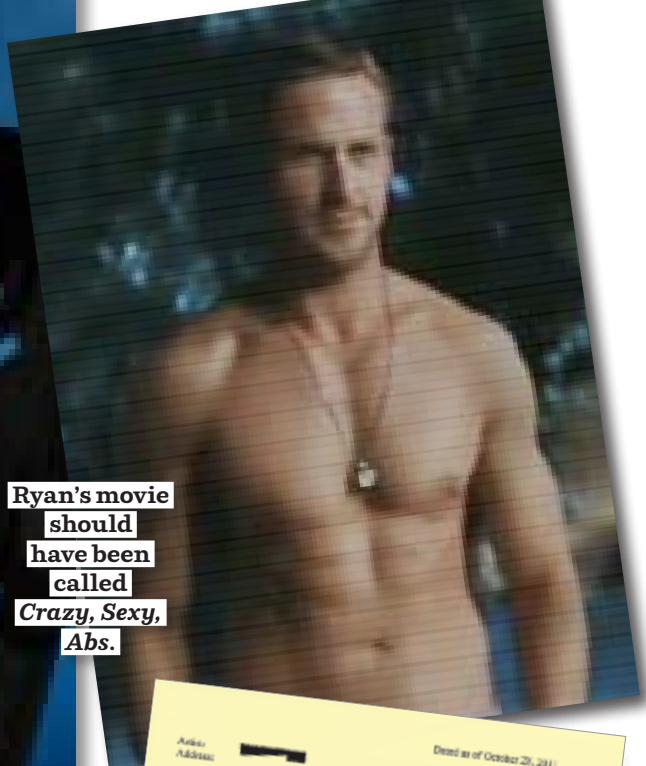
No secret, we're big (okay, *huge*) fans of the male physique here at Cosmo. But is it just us or are there bare chests and boy butts everywhere we turn lately? We stopped drooling long enough to investigate the trend....

By Mina Azodi



(Calvin Klein ad) © 2012 Steven Klein.

Ryan's movie  
should  
have been  
called  
*Crazy, Sexy,  
Abs.*



More actors  
are agreeing  
to nudity  
clauses, like  
this one.



## WHATEVER HE'S SELLING...

From cologne to soda and everything in between, an increasing number of brands are using stripped-down guys to sell their products. (Just check out pics from David Beckham's TV ad for his new underwear line, on the next page.) "Now companies are portraying men in a sexy light, similar to the way they've always done with women—less clothing, more sensuality, and fit bodies," explains Robert Heasley, PhD, president of the American Men's Studies Association and a professor at Indiana University. The reason? Brands are starting to realize that sex sells to both men and women.

Is it wrong that  
we want to lick  
this Calvin Klein ad?

# Need to Know

NOW AVAILABLE

Oh, hey, David, we're "available" too. Call us?

MORE GUYS ARE STRIPPING DOWN ONSCREEN

Liam McIntyre in *Spartacus*



...WE'RE TOTALLY BUYING

A hot, nearly naked model or actor makes women crave the man as well as the product; whereas for dudes, it's all about tapping into their desire to be that attractive, irresistible guy.



You know what they say about guys with big billboards....

Henry Cavill in *Immortals*



Taylor Lautner

Alexander Skarsgård



The style officially went viral with these two spoofs.



## HOT-GUY TREND: SUPER-LOW V-NECKS

You've likely noticed (and gawked at) the plunging necklines on guys' shirts lately. In fact, it's become such a thing, American Apparel says their deep-V-neck style now accounts for more than half their V-neck tee-shirt sales. So many guys are wearing them, a group of dudes in Canada hilariously spoofed the brand's chesty shirt (check out a pic from the video above), and Andy Samberg and Ben Stiller engaged in a gut-busting battle of the deep Vs on *SNL*.





**Joe Manganiello**  
in *True Blood*



Thank god for *True Blood*. Ever since the guys on the HBO series started showing major skin in 2008, it's become more common for TV actors' contracts to require nudity. "I estimate that it's jumped by at least 25 percent," says Dave Fleming, a talent manager at Mosaic. He represents several actors, including Mehcad Brooks, who was on *True Blood*'s first two seasons. And we're seeing the trend in movies too. Case in point: Channing Tatum and company in the upcoming *Magic Mike*, which is based on his stint as a stripper. "There wasn't a lot of negotiating for what those actors were going to show," says Fleming. "They had to do what they had to do."

## A DIFFERENT KIND OF SHRINKAGE

According to bare necessities .com, a leading online underwear retailer, men's skivvies are getting smaller...and tighter...and more men are opting for a pair that shows off their goods.

### Boxers

Sales of this old standby have steadily declined since 2009—from 33 percent to 24 percent of total underwear sales.

### Boxer Briefs

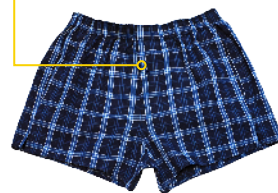
Still the most popular style—at least for now. Sales have held steady at about 46 percent the past couple of years.

### Trunks

More men are buying the skimpier cut, with sales increasing from 25 percent in 2009 to 30 percent in 2011, and the site's buyers say they expect sales to keep rising.

### Low-Rise Bikini Briefs

Yowza. Not many men are buying them yet, but Bare Necessities predicts more growth in the next year or so.



SOURCE: DAN SACKROWITZ,  
SPOKESPERSON FOR  
BARENECESSITIES.COM

## AND COSMO'S BEST BUTT AWARD GOES TO...

With more guys flaunting their sweet cheeks these days, we decided to poll almost 1,000 readers to find out which celeb's backside is the hottest. Your picks:



**RYAN  
GOSLING**



**RYAN  
REYNOLDS**



**DAVID  
BECKHAM**