

JOCKEY™



Briefs

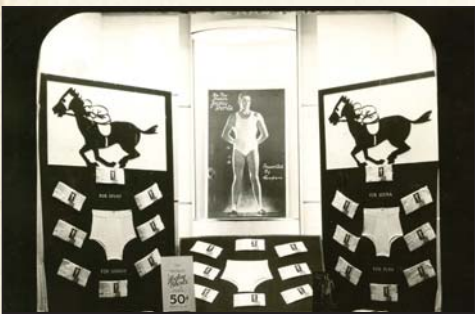
The Jockey® brief has enjoyed an illustrious, 75-year history.



Arthur Kneibler, Jockey (then Coopers, Inc.) sales and marketing executive, who designed the world's first brief called Jockey® Shorts – in 1934.



The Masculiner, an airplane commissioned to expedite the distribution of the wildly popular Jockey® brief in 1935.



The first pair of Jockey® briefs was sold on January 19, 1935 at Marshall Field's department store in Chicago. Demand was so great that the window display was stripped for inventory.



Jockey® briefs have come a long way with the introduction of color, new fabrications and updated silhouettes.

*Images available upon request