



JOCKEY™



Today

Jockey has come a long way since its invention of the brief in 1934.



Jockey offers a wide variety of men's underwear designed to fit myriad personalities. Collections include: Classics, Retro, Elance®, 3D, the GO line and Echelon™.



Women's offerings continue to grow in response to consumer demand for greater variety in styles, fabrications and colors. Collections include: Classics, No Panty Line Promise®, Comfies®, Elance®, Naturals and Jockey® minis.



In addition to intimates, Jockey also offers products in the activewear, sleepwear, shapewear, thermal and legwear categories.



In 2005, Jockey introduced Jockey Person to Person®, a business that provides consumers with an inviting home shopping experience, and offers a unique and differentiated product collection.



Also in 2005, Jockey launched Jockey Being Family®, a corporate citizenship initiative aimed at strengthening adoptive families for successful futures.



The Jockey® brand celebrates vitality, ingenuity and authenticity. Above all, Jockey values individuality – Jockey aims to help consumers feel free and be true to themselves.

*Images available upon request