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## **JOCKEY SHOCKS WORLD WITH WILD NEW UNDERWEAR**

*Celebrating 75 Years of the World's First Brief*

Kenosha, Wis. (July 14, 2009) – Imagine a world where boxer shorts and union suits were the only styles of men's underwear. Now imagine a radical departure from those conservative garments to the daring, revealing men's brief!

That was the scene 75 years ago, and now [Jockey International, Inc.](#), is proud to recognize the 75<sup>th</sup> anniversary of its invention of Jockey® shorts – the world's first brief.

Jockey has had many firsts in its [133-year history](#), but none was more impactful than this one!

In 1934, Cooper's Underwear Company executive Arthur Kneibler received a picture postcard from the French Riviera, depicting a man wearing a bikini-style swimsuit. Kneibler saw an opportunity in the style as a new and somewhat daring design for men's underwear, and the Jockey® short was soon invented - the world's first brief.

The Jockey name served as a nod to the garment's jock strap-like functional benefits, but with a bit more approachable moniker. The Jockey brief offered its wearers “comfortable and masculine support.”

A year after its invention, the garment was first sold on January 19, 1935 at the Marshall Field & Co. store in Chicago. Despite blizzard conditions on the day of its launch, the new-fangled underwear – the Jockey brief – was an immediate sensation, with snow-covered customers dashing into the store to purchase the entire stock of 600 pairs before noon.

In the following week 12,000 pairs were sold, and the Jockey Brief was on its way to its place in history. In fact, the Jockey Brief was in such demand that Jockey secured an airplane dubbed the *Masculiner* to more rapidly distribute the garments to its eager retailers.

As the years went by the Jockey brief became so identified with the Company that in 1971 Cooper's, Inc. adopted the brand name to become Jockey Menswear, and then in 1972, Jockey International, Inc.

Jockey has a history of innovation and market firsts. (See list of highlights below.)

2009 marks the 75th anniversary of Jockey's invention of the brief, and today Jockey supplies men and women with a full array of apparel products. Thousands of styles (including the brief) are sold in more than 120 countries around the globe.

Arthur Kneibler would be proud. Happy Anniversary, Jockey Briefs! Stay tuned for more news and information about how Jockey is celebrating this landmark anniversary.

For more information about Jockey, visit [Jockey.com](#), call 1-800-JOCKEY-1, see us on [Facebook](#) or follow us on [Twitter.com/Jockey](#).

*About Jockey International, Inc.*

Jockey International, Inc., is a privately held company, founded in 1876 by Samuel T. Cooper. Today, Jockey is a leading manufacturer and marketer of apparel products sold in major department and specialty stores in more than 120 countries around the world. With headquarters in Kenosha, Wisconsin, Jockey is committed to quality, comfort, fashion and innovation. As Jockey grows, the simple commitment to serve our consumers' needs continues to be our company's hallmark. Consumers can visit Jockey on our Web site at [www.jockey.com](http://www.jockey.com).

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### **Jockey Firsts – a History of Innovation**

- **1909: The Cooper Underwear Company™** (now known as Jockey) created the **first Kenosha “Klosed Krotch™”** union suit, and it took America by storm. It was the single greatest advancement in underwear at the time, offering comfort far superior to earlier garments.
- **1910s:** Cooper's puts its underwear in fine **packaging & displays** it in the front of major retailers' sales floors – **an industry first**. Prior to this underwear was kept in boxes behind the counter for modesty's sake.
- **1934:** Cooper's invents the **first men's brief**, called “**Jockey Shorts™**” and the **Jockey® brand** is born, changing the underwear landscape forever.
- **1938:** Coopers hosts the **first underwear fashion show** featuring the “**Cellophane Wedding.**” Runway models were swathed in cellophane whilst modeling underwear to promote Jockey's newfangled cellophane packaging – an industry first. (Prior to this, underwear was packaged in boxes). Pictures of the fashion show appeared in every major newspaper and magazine and greatly distressed Hitler, who used the photos as propaganda against the U.S.
- **1959:** The Jockey® **low rise brief** was born and was considered the **first bikini-style men's underwear sold in the U.S.** It was an immediate success in Europe, too. Who would have guessed men in the age of Ike would buy into it? Maybe their wives: More than 80% of men's underwear was purchased by women at that time as part of their slowly evolving domestic sphere.
- **1960:** Jockey developed **underwear for N.A.S.A.'s Apollo program** that included a very unusual feature--elastic bands on the cuffs that looped around one's palms for use in zero gravity. **First underwear in space!**
- **2006:** The Jockey **3D-Innovations™** collection – the **first underwear designed with 3-dimensional body scanning technology and featuring a unique, 8-way stretch fabric** to move effortlessly with the wearer – is launched around the world, demonstrating Jockey's commitment to innovation.

### **Other Fun Facts:**

- According to Jockey's proprietary research:
  - On average, a U.S. man over the age of 18 owns 18 pairs of underwear.
  - There are approximately 110 million men over the age of 18 in the United States, so that's a total of nearly 2 billion pairs of underwear in U.S. men's underwear drawers.

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