

Jockey's Pop Colour Collection Is a Vibe Shift for Men's Innerwear



Chennai, 15 Oct 2026:Page Industries Ltd., the exclusive licensee of JOCKEY International Inc. (USA), has announced the launch of a new Pop Colour Collection under its campaign, 'Play It Loud.' Created for young men who increasingly see inner wear as an extension of their personal style, the collection brings a bold, vibrant design language to everyday essentials.

Young consumers increasingly want their innerwear to feel like an extension of who they are, seamlessly bringing together comfort, style and self-expression. Inspired by street culture, social media and emerging lifestyle trends, Jockey's new Pop Colour Collection features vivid colours, statement waistbands and playful prints. Designed for a generation that brings energy and enthusiasm to everything it does, the collection celebrates the confidence to express yourself and keep the momentum going.

“Today’s youth is looking at underwear differently. It is no longer just a functional layer, but increasingly a part of how they express their personal style. With the new Pop Colour Collection, we wanted to bring together Jockey’s trusted comfort with a fresh design language inspired by how young generation is living and moving today,” said Nihal Rajan, Chief Marketing Officer, Jockey India.