

## **The JBS philosophy**

Can a straight seam give self-confidence?

Yes, indeed! For us – and certainly also for you!

The very core in our identity is that you should feel comfortable wearing our underwear. Feel well and well dressed under the surface. And we claim that strong self-confidence kick-starts a current of positive events. In a popular manner of speaking: “a man becomes cool and attractive wearing JBS underwear!”

And what is even more interesting – we know exactly how...

Our philosophy is that it pays to produce underwear in the most superior quality – both in to choice of fabrics and production methods.

For 69 years we have focused on developing our products to match the latest trends, but not once we have compromised in either fabrics, fit or the making. From the beginning it was all about creating a durable, almost imperishable product that kept its shape and fit after hundreds of hot washings. This demanded that the fabric was cut with great accuracy and the seams were sown dead straight.

This combination was and is our biggest secret.