

Alcock Jocks – it's underneath that counts

The appropriately named Alcock Jocks was founded by Michael Alcock, in Melbourne, Australia in 2011.

As a man who craves comfort above all else, Mike wanted something better than the over-priced and over-fancy underwear that had been hitting the stores of late, but couldn't find what he wanted...

Then Mike hit upon a new business idea: Underwear for men with a no-bull attitude...

And so Alcock Jocks was born.

Meat-and-two-veg designs and generously-sized simplicity

Alcock Jocks products are for men who like things uncomplicated and comfortable, but with a laid-back sense of style.

Much of the Alcock Jocks product-line includes generously-sized pouches for your comfort and we are striving to make this a feature of all our undies. This is because we believe that it's underneath that counts.

Premium quality at no-nonsense prices

Alcock Jocks undies are handmade from the highest quality cotton-wear to match their rugged designs, except at down-to-earth prices.

So if you're tired of paying over the odds for quality, there's a simple answer: **Alcock Jocks**

Ghost-written for: <http://www.alcockjocks.com/about/>

