



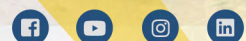
A & F ABERCROMBIE & FITCH - USA
WOMEN JEANS STYLES
ANALYSIS SEPTEMBER 2024
(ONLINE RETAIL ONLY)

FREE REPORT BY
DENIMSANDJEANS R&D TEAM



D & J

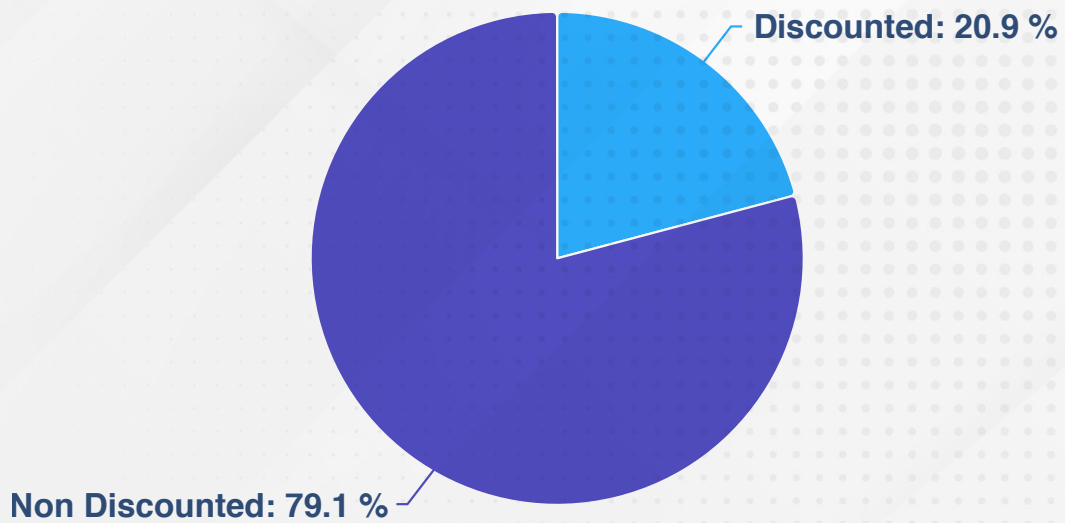
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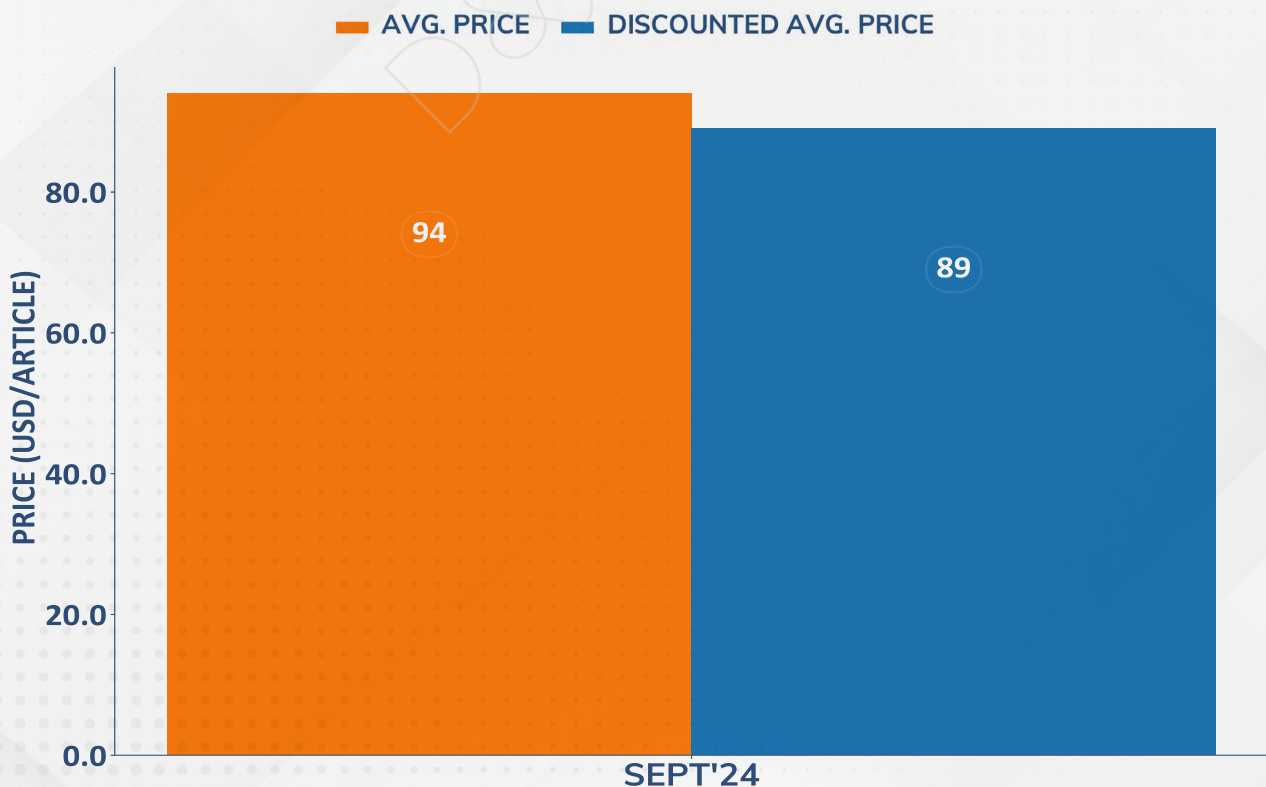
NUMBER OF WOMEN JEANS STYLES OFFERED AND DISCOUNTED

▶ **Total Style: 345** ◀



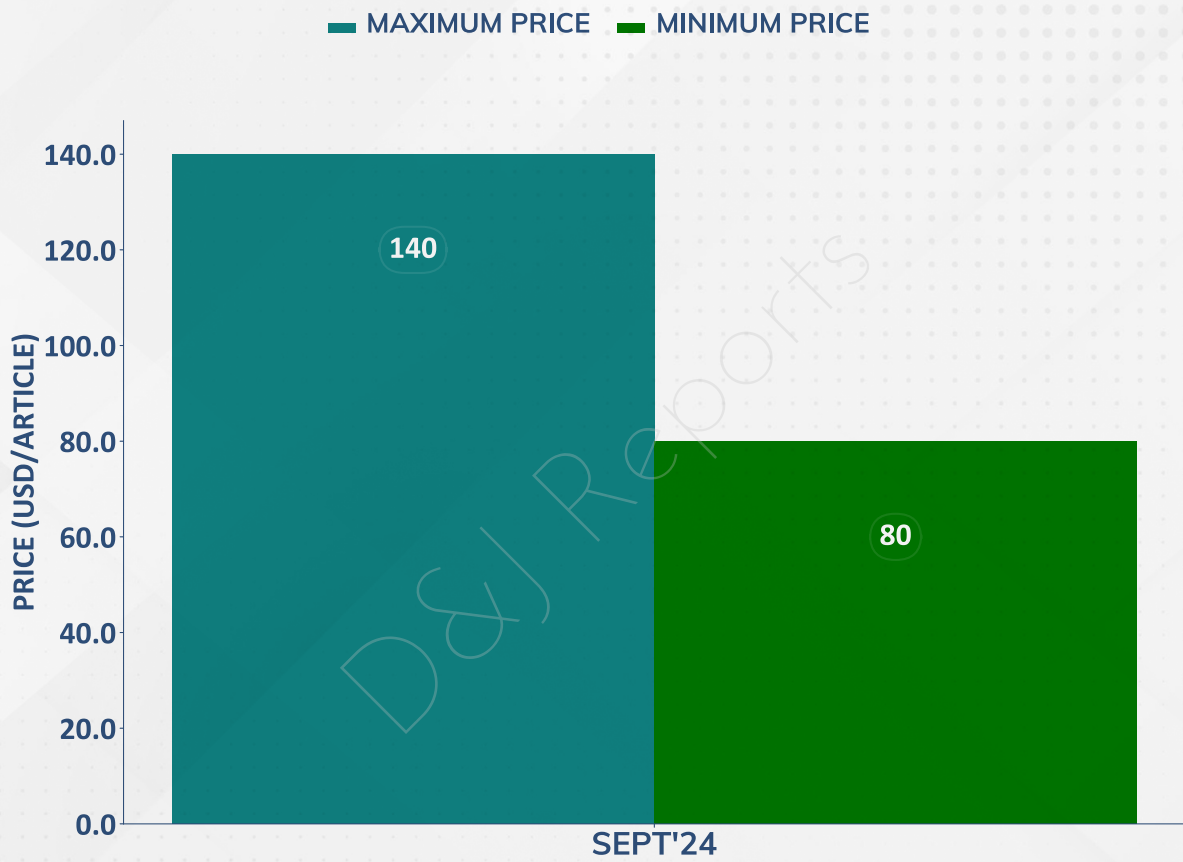
The pie chart shows the percentage of **A&F USA women's jeans** styles on discount for the month of **September 2024**.

AVERAGE PRICE [USD] OF WOMEN'S JEANS STYLES BEFORE AND AFTER DISCOUNT



The accompanying graph illustrates the **average price** trajectory of **A&F USA's women's jeans** in **September 2024**, highlighting the impact of discounts on pricing.

MAXIMUM AND MINIMUM PRICE [USD] - WOMEN'S JEANS



Note: Any article which might be at the highest price is considered as the highest price and similarly for the lowest priced article.

The graph highlights the **maximum and minimum prices** for **A&F USA women's jeans** in the **month of September 2024**.

Fabric Compositions In Women's Jeans Styles

Fabric_Composition	No of Products	% of Total Styles
99% Cotton 1% Elastane	226	67.5
77-78% Cotton 22-23% Lyocell	65	19.4
100% Cotton	15	4.5
77% Cotton 23% Tencel	14	4.2
93-97% Cotton 2-6% Polyester 1% Elastane	10	3
93% Cotton 6% Elastomultiester 1% Elastane	4	1.2
53% Cotton 22% Viscose 11% Polyester 10% Lyocell 4% Elastane	1	0.3

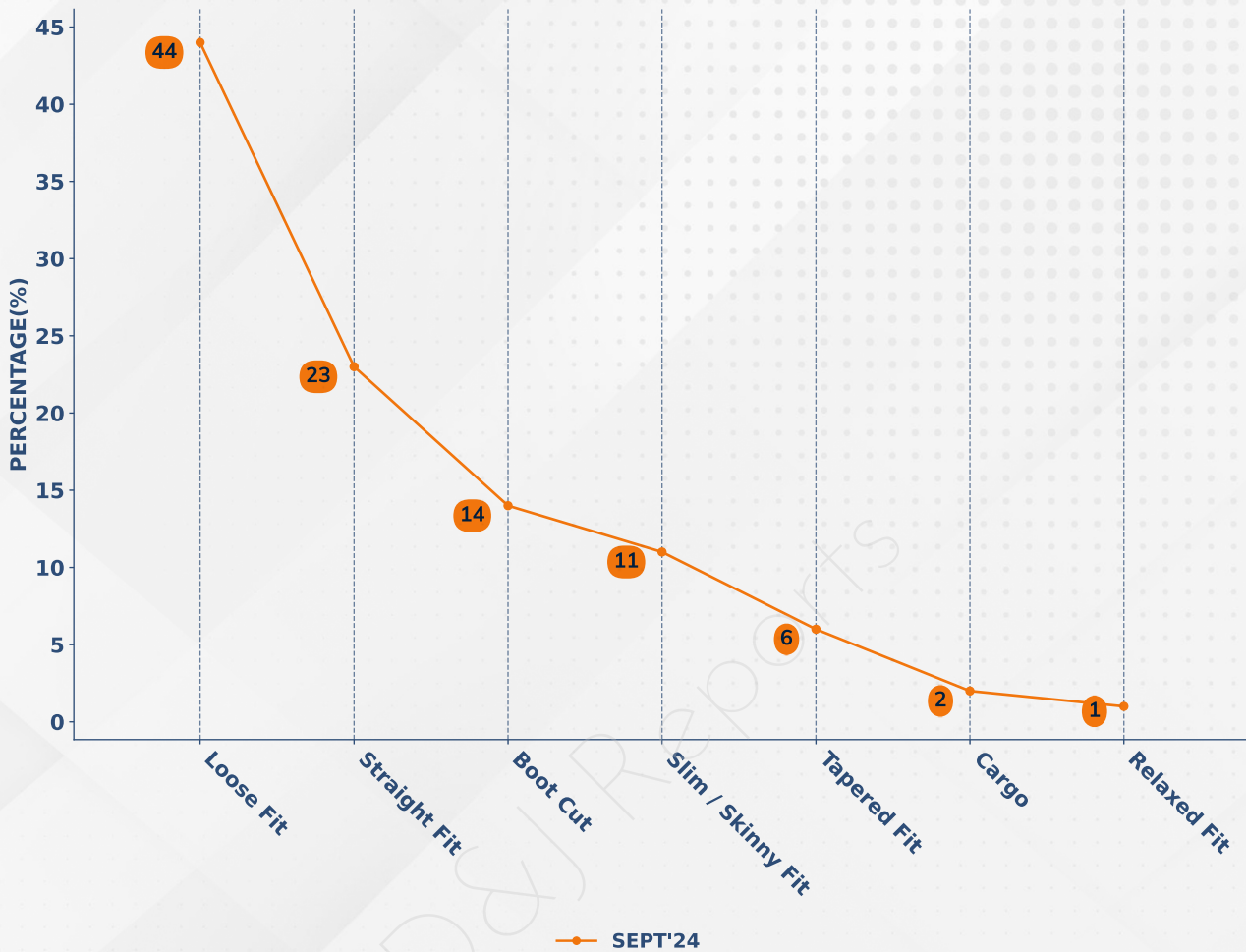
A&F's women's jeans for September 2024 showcase a strong preference for high cotton content, with 67.5% of styles featuring a composition of 99% cotton and 1% elastane. This high-cotton approach underscores the brand's commitment to classic, durable denim that emphasises an authentic look and feel.

A notable 19.4% of styles incorporate 77-78% cotton blended with 22-23% lyocell, adding a silky texture and enhanced softness, catering to consumers seeking extra comfort. Pure 100% cotton styles makeup 4.5% of the offerings, appealing to those who prefer an unblended, traditional denim experience.

Additionally, A&F includes innovative blends, such as a mix of 77% cotton with 23% Tencel in 4.2% of styles, contributing strength and eco-friendly appeal. Other styles feature a minimal amount of polyester and elastane (3% and 1.2%, respectively), allowing for added stretch and flexibility, ideal for consumers desiring a comfortable fit.

Through this diverse fabric composition, A&F effectively balances traditional denim with modern, blended styles, meeting the varied demands of today's consumers who value both classic durability and enhanced comfort in their denim selections.

FITS % - WOMEN'S JEANS STYLES



Note: Fits can often be overlapping. Eg a jean might be tight at the thighs and boot cut at the bottom. We have considered only the one which is the more prominently focused on by the brand without considering overlaps.

The distribution of **women's jeans fits** at **A&F USA** highlights a strong consumer preference for **comfortable** and **relaxed styles**, with **Loose Fit** taking the lead at **44%** of total styles. This preference aligns with current trends toward oversized, **casual silhouettes**, offering consumers a relaxed, versatile option.

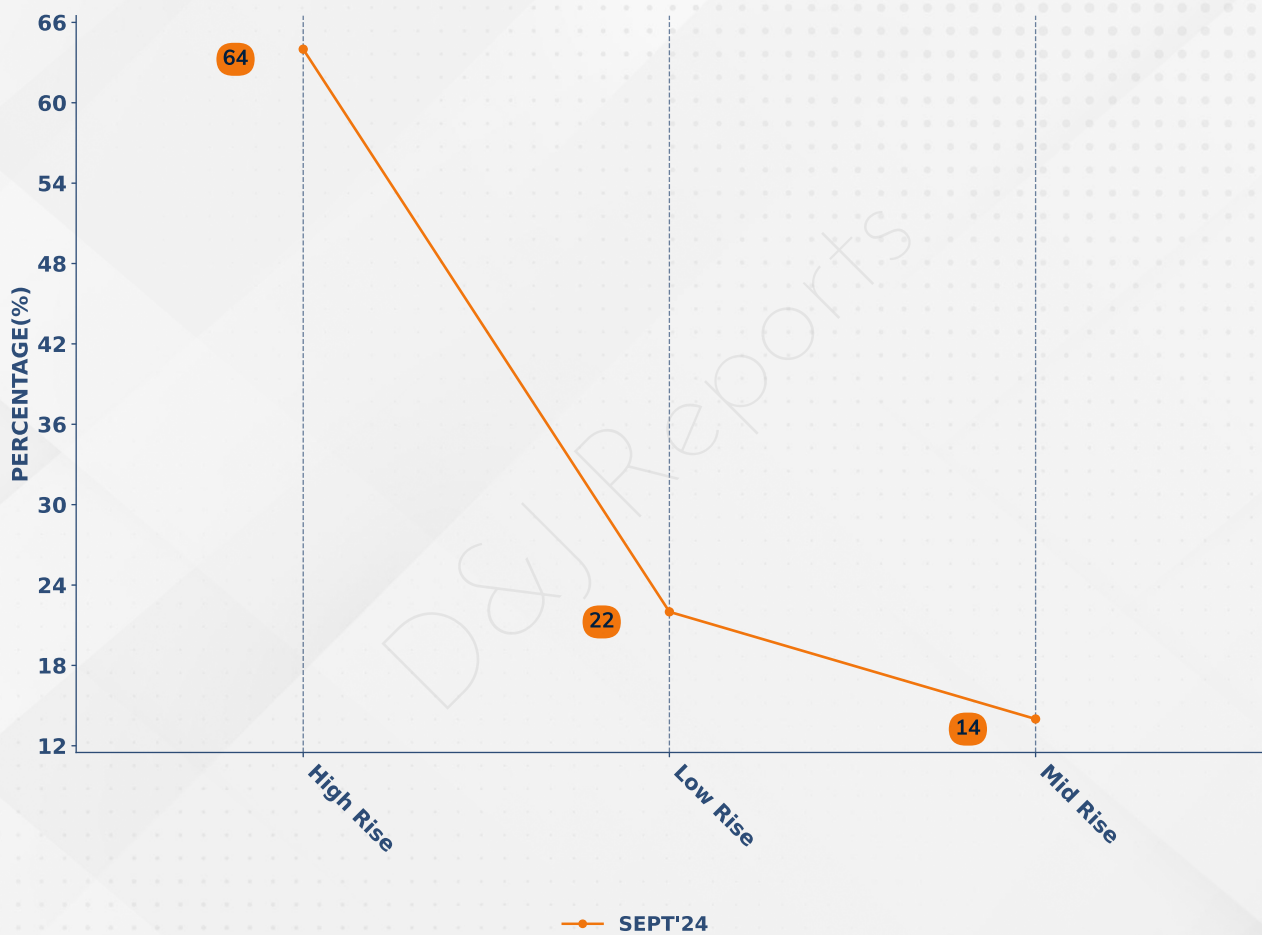
Straight Fit follows at **23%**, underscoring its status as a staple choice that remains popular across various fashion seasons. This timeless style appeals to those seeking a classic, straight forward look that balances style with **comfort**.

Boot Cut, comprising **14%**, showcases its appeal as a versatile choice that combines style with practicality, appealing to those who appreciate a slightly flared yet fitted look. **Slim/Skinny Fit**, with **11%**, reflects a continued interest in a more tailored silhouette, though it no longer dominates as it once did, indicating a broader shift toward **looser fits**.

Tapered Fit, **Cargo**, and **Relaxed Fit** - at **6%**, **2%**, and **1%**, respectively - show niche appeal, with these styles catering to specific preferences for unique silhouettes, added functionality, and even greater comfort.

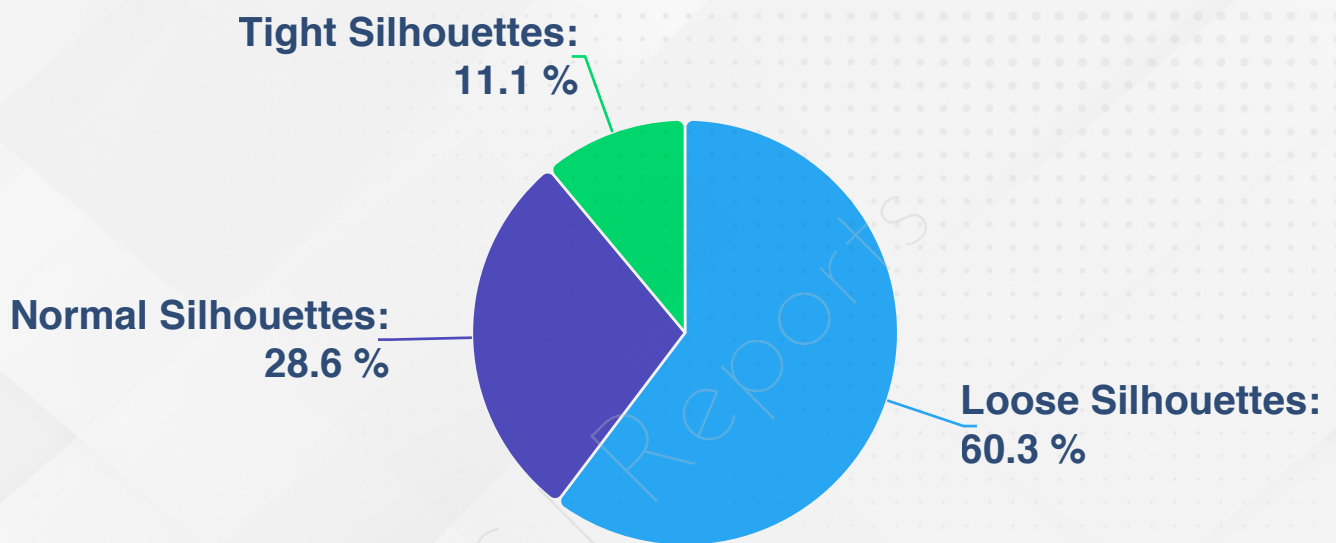
This diverse distribution highlights **A&F's** balanced approach in accommodating varying consumer preferences, ensuring a comprehensive range that spans from modern, **relaxed fits** to timeless, structured options.

RISE % - WOMEN'S JEANS STYLES



An analysis of the rises in women's jeans styles offered by A&F in September 2024 reveals that **High Rise** is the dominant trend, aligning with the **latest denim market** preferences.

BROAD FIT ORIENTATION - WOMEN'S JEANS STYLES



Note : Classification used for broad silhouettes

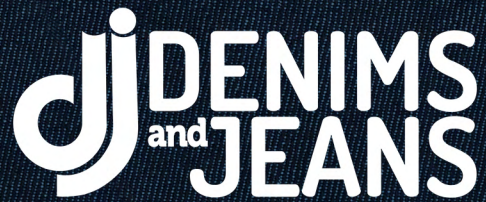
Loose Silhouettes include : Anti Fit , Loose Fit , Boot Cut , Cargo , Jogger , Shrink To Fit , Relaxed Fit

Normal Silhouettes include : Straight Fit , Tapered Fit , Regular Fit

Tight Silhouettes include : Slim / Skinny Fit , Biker Fit , Cigarette Fit

This section presents the distribution of **broad fit** orientations for **women's jeans** at **A&F** in the **USA** , based on **199 Styles**, offering a snapshot of consumer preferences in styles.

Advertisement



2025 SHOW DATES

EGYPT
1ST EDITION

2-3 FEB.
IHG CITYSTARS
CAIRO

INDIA
7TH EDITION

14-15 MAY
THE LALIT ASHOK BANGALORE,
INDIA

VIETNAM
7TH EDITION

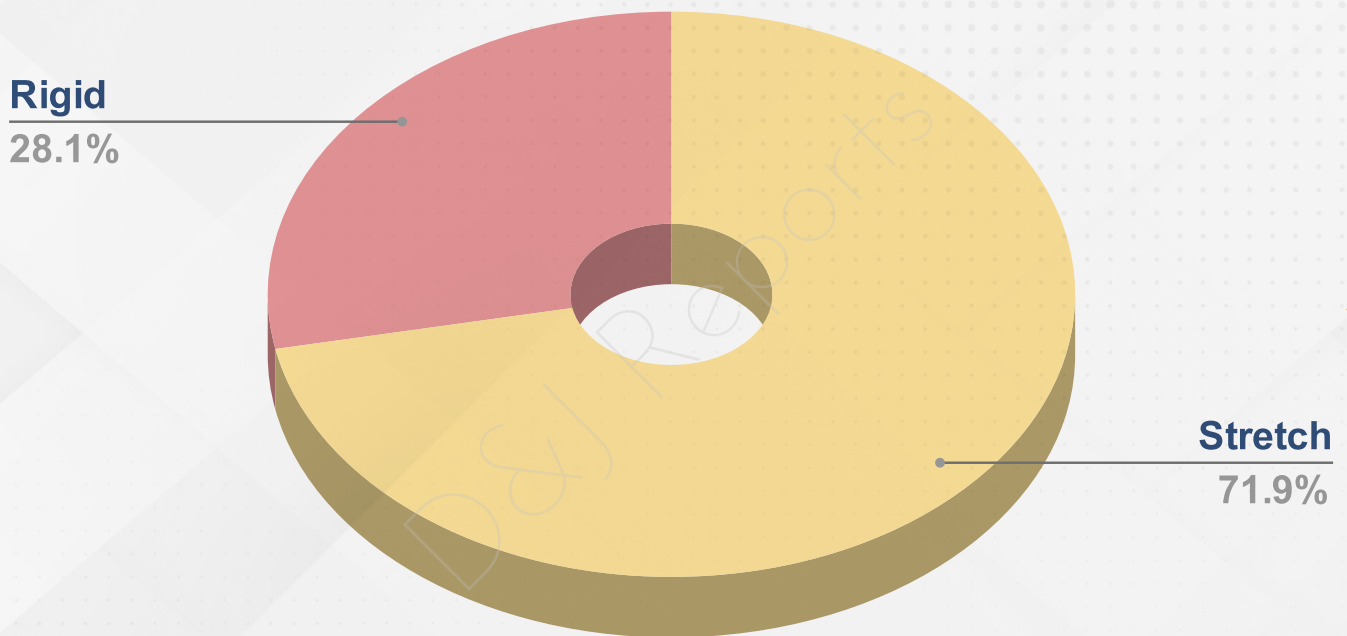
25-26 JUNE
RIVERSIDE PALACE, DIST. 4,
HO CHI MINH, VIETNAM

SAVE THE DATES

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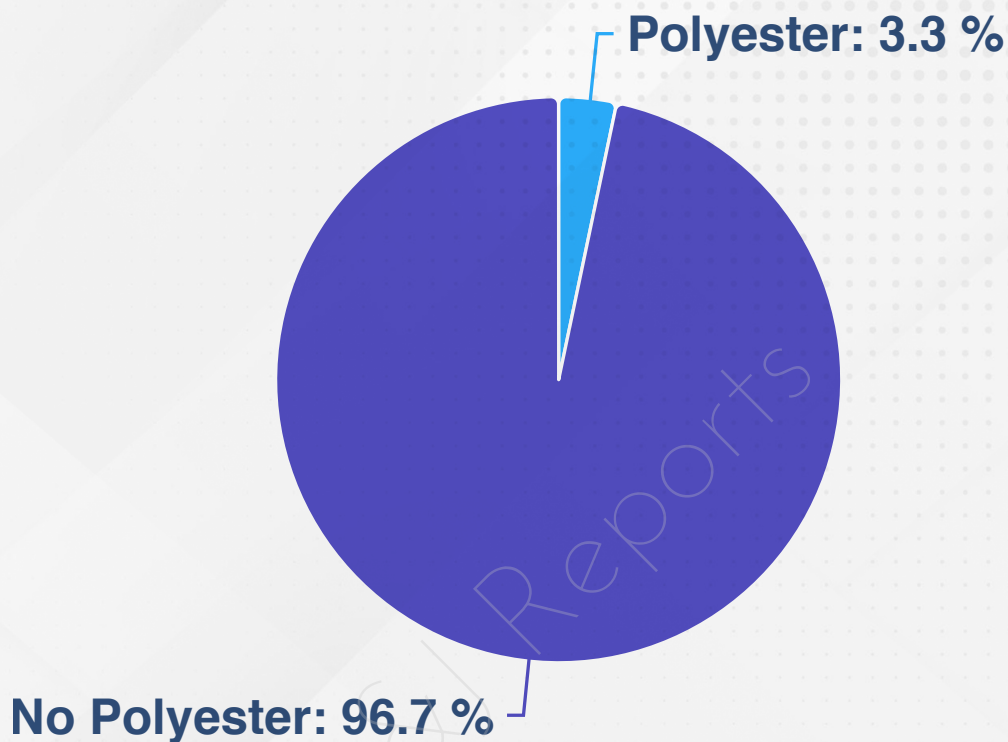
Report Continues ↓

STRETCH VS RIGID STYLE % OF WOMEN'S JEANS STYLES



The pie chart illustrates the **percentage** distribution of **women's jeans** by **fabric stretch** (**Rigid** and **Stretch**) for **A&F USA** in **September 2024**.

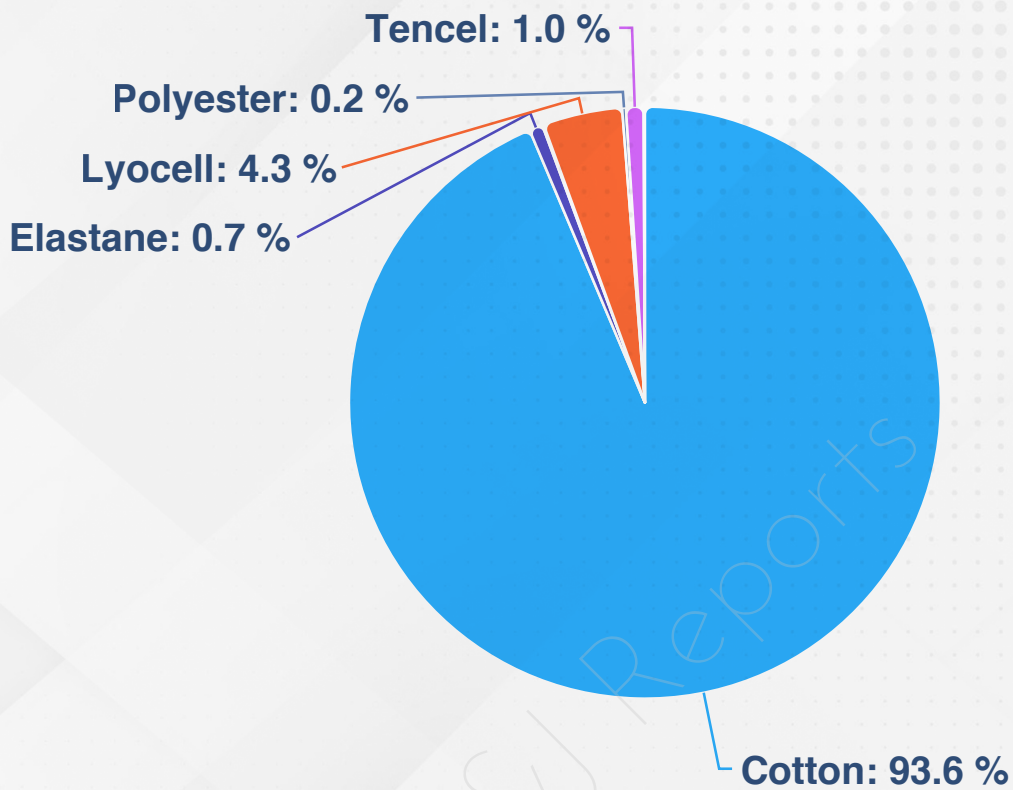
POLYESTER % BY NO. OF STYLES - WOMEN'S JEANS STYLES



An analysis of **A&F's women's jeans** in **September 2024** reveals that only **3.3%** of styles incorporate **polyester**, indicating a strong commitment to traditional **denim compositions** that emphasize **natural fibers**, such as cotton. This minimal use of **polyester** reflects **A&F's** alignment with consumers who prioritize the **classic feel** and **breathability** of **pure cotton denim**.

By predominantly offering **non-polyester styles**, **A&F** reinforces its dedication to timeless, **high-quality denim** while subtly meeting the modern demand for both traditional and responsible fashion choices.

AVG. MATERIAL % IN WOMEN'S JEANS STYLE (BY WEIGHT)



Lyocell makes up **4.3%** of the **composition**, providing added softness and a smooth texture, ideal for enhancing **comfort**. The inclusion of **Tencel** at nearly **1%** further contributes to the **jeans' eco-friendly appeal**, offering **strength** and a **luxurious** feel.

Elastane, at **0.7%**, introduces **flexibility** and **stretch**, ensuring a **comfortable fit**, while **polyester**, at just **0.2%**, is kept to a minimum, indicating **A&F's** focus on maintaining a predominantly **natural fabric composition**.

This blend showcases **A&F's** approach to creating **jeans** that marry traditional **cotton denim** with subtle enhancements for **durability** and **comfort**, appealing to consumers who value both classic **quality** and modern functionality in their **denim**.

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In case of interest, please contact us at

mktg3@denimsandjeans.com

Thanks



Team Denimsandjeans

Disclaimer: The data presented in this report has been compiled from various e-commerce platforms worldwide. While every effort has been made to ensure accuracy, we cannot guarantee the completeness or accuracy of the information. We disclaim any liability for errors, omissions, or discrepancies, and assume no responsibility for any consequences arising from reliance on this data.

**dj DENIMS
and JEANS**
**UPCOMING
SHOWS**

2025

EGYPT
2-3 FEB.
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