

ARKET - UK

WOMEN JEANS STYLES

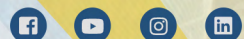
ANALYSIS SEPTEMBER 2024

(ONLINE RETAIL ONLY)

FREE REPORT BY
DENIMSANDJEANS R&D TEAM

D & J

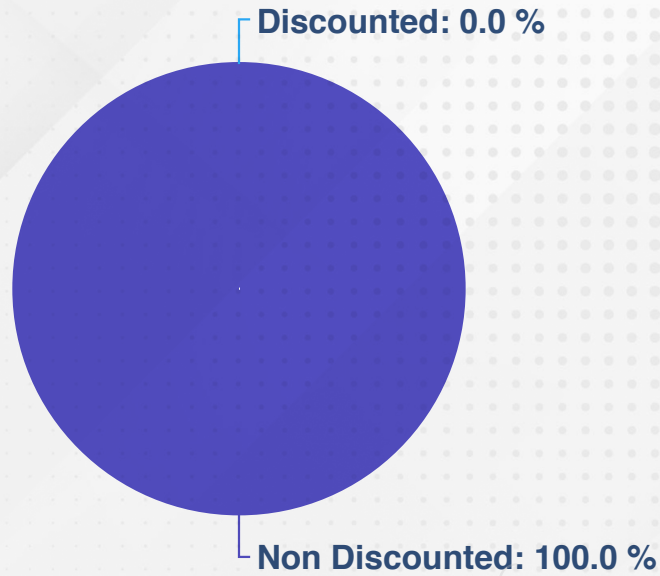
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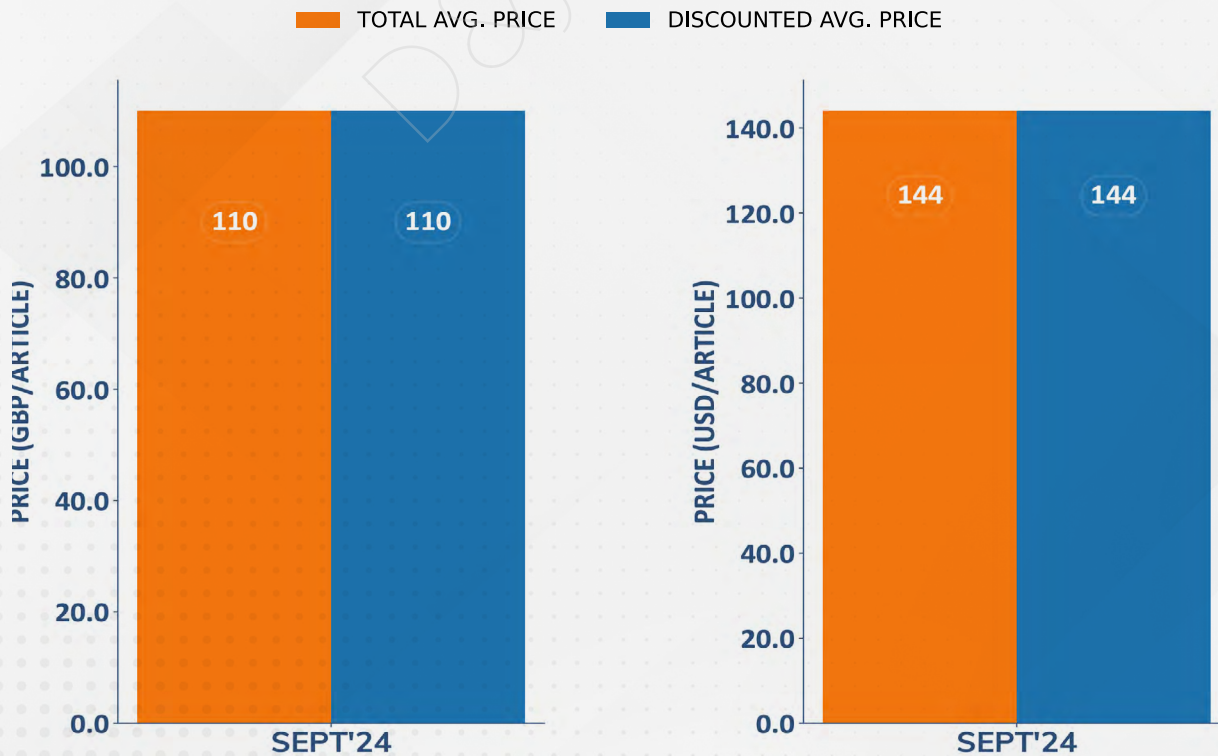
NUMBER OF WOMEN JEANS STYLES OFFERED AND DISCOUNTED

▶ **Total Style: 65** ◀



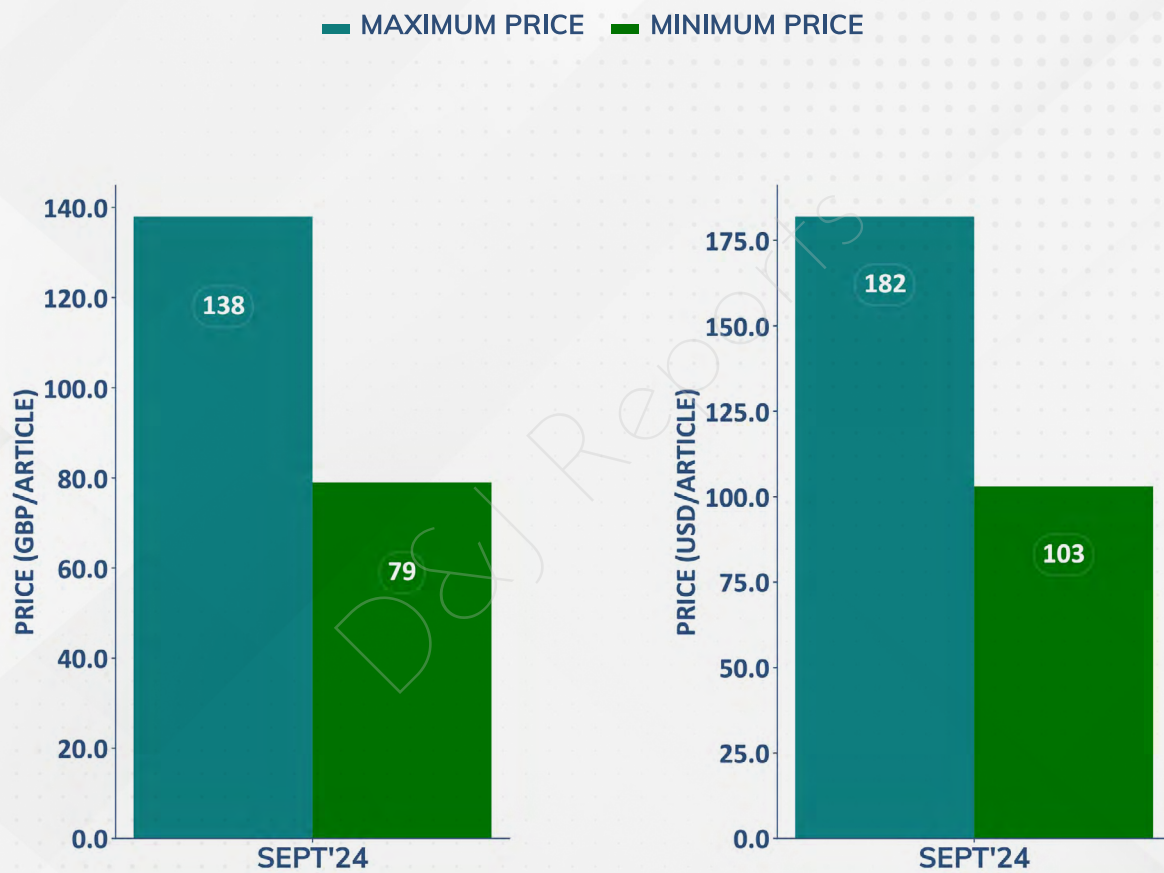
The pie chart shows that no product of **ARKET UK women's jeans styles** was on **discount** for the month of **September 2024**.

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



The accompanying graph illustrates the **average price** trajectory of **ARKET UK women's jeans** in **September 2024**, highlighting **arket's** strong position of providing no products on **discounted prices**.

MAXIMUM AND MINIMUM PRICE [GBP] & [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.

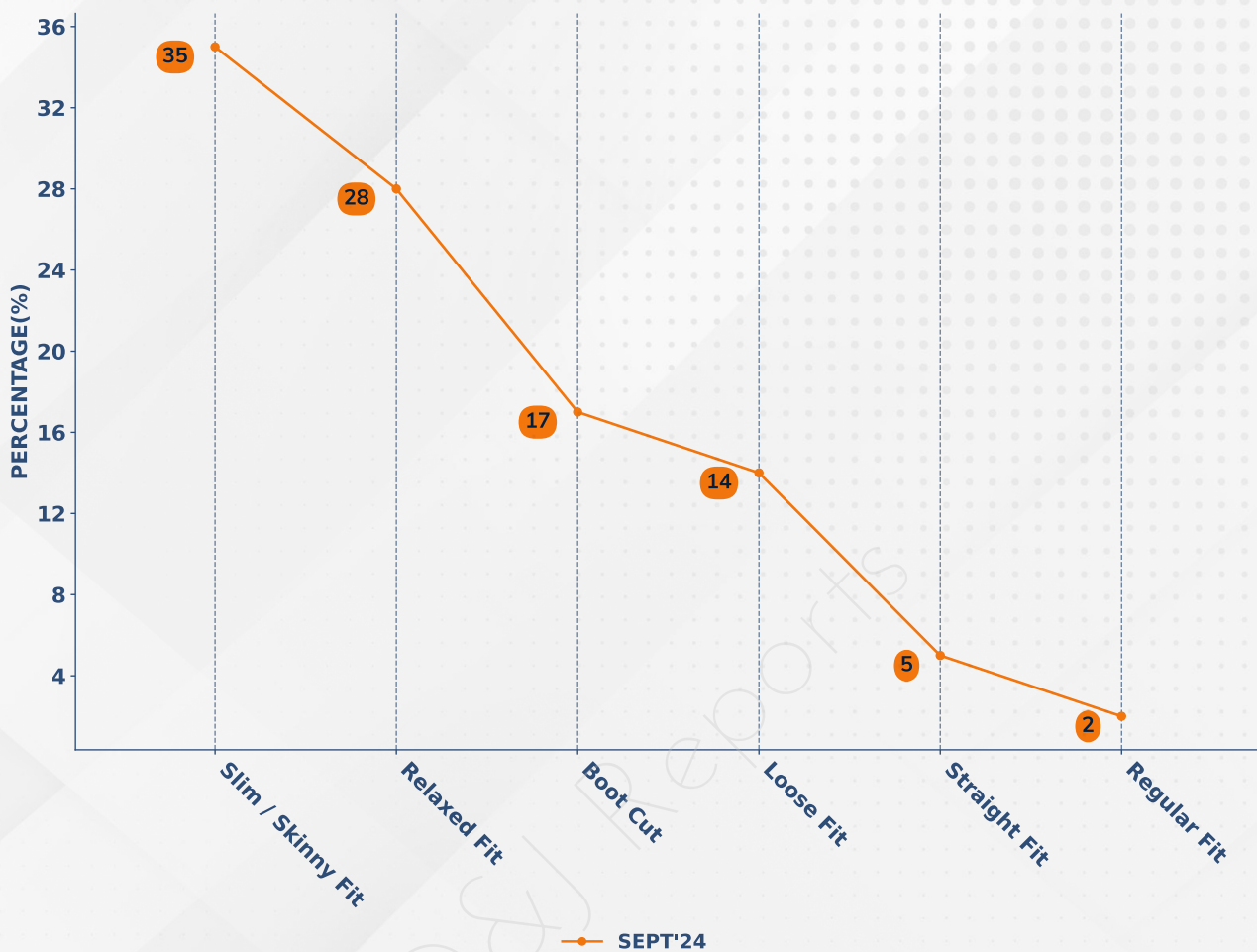
The graph highlights the **maximum** and **minimum** prices for **ARKET UK women's jeans** in the **month of September 2024**.

Fabric Compositions In Women's Jeans Styles

Fabric_Composition	No of Products	% of Total Styles
100% Cotton	25	39
96-99% Organic Cotton 1-4% Elastane	21	33
57-65% Organic Cotton 35-43% Lyocell	12	19
87% Organic Cotton 12% Lyocell 1% Elastane	3	5
93% Organic Cotton 6% Elastomultiester 1% Elastane	1	2
87% Organic Cotton 12% Elastane 1% Lyocell	1	2
62% Cotton 38% Lyocell	1	2

Arket's product range demonstrates the brand's commitment to **sustainable** and **innovative fabric compositions**, with a strong emphasis on **organic cotton**. The majority of styles use **100% cotton (39%)** and high **organic cotton** content blends with elastane for **stretch** and **comfort (33%)**. Additionally, **Lyocell** is increasingly being integrated into the compositions, accounting for up to **43%** in some styles. This combination of **organic materials** and **sustainable fibers** highlights Arket's approach to catering to the growing consumer demand for **environmentally friendly** and **comfortable denim**.

FITS % - WOMEN'S JEANS STYLES

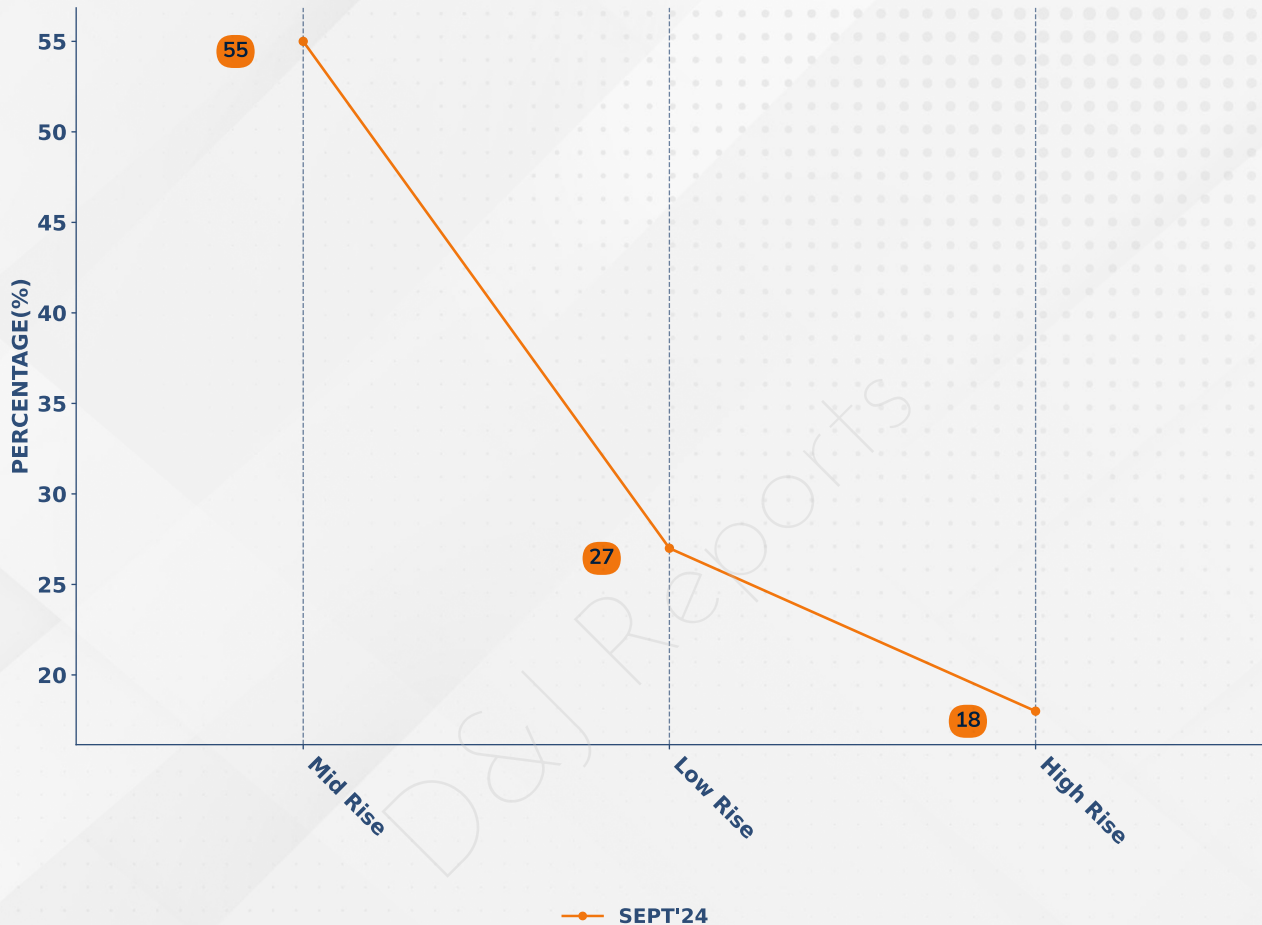


Note: Fits can often be overlapping. Eg a jean might be tight at the thighs and boot cut at the bottom. We have considered only the one which is the more prominently focused on by the brand without considering overlaps.

The distribution of fits in Arket's women's jeans styles shows a clear consumer preference for **Slim/Skinny Fit**, which leads with **35%** of the **total styles**. This strong inclination toward a more **fitted silhouette highlights** a demand for sleek and modern looks. **Relaxed Fit** follows closely, making up **28%**, appealing to consumers seeking a more **casual and comfortable** option.

Boot Cut accounts for **17%** of the **styles**, reflecting its versatile appeal, balancing style and ease. **Loose Fit** comes in at **14%**, showing a notable preference for more **relaxed, oversized silhouettes**. Meanwhile, **Straight Fit** and **Regular Fit** represent smaller segments at **5%** and **2%**, respectively, indicating their niche yet loyal following among consumers who prefer **classic and traditional styles**.

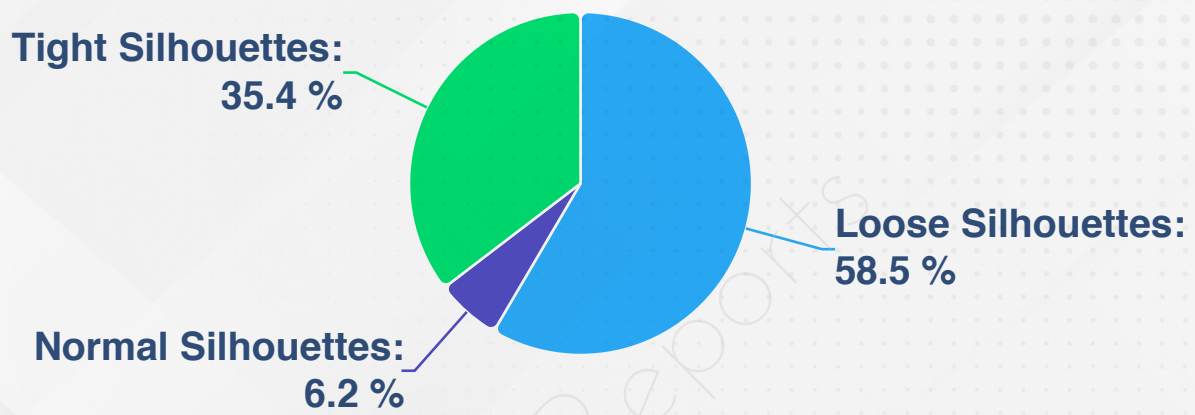
RISE % - WOMEN'S JEANS STYLES



An analysis of the rises in women's jeans styles offered by Arket in September 2024 shows that **Mid Rise** leads the category, representing **55%** of the total styles. This indicates a strong preference for **mid-rise jeans**, which offer a **balanced fit**, catering to a wide range of **body types** and **style preferences**.

Low Rise follows at **27%**, reflecting a notable portion of the market that leans toward a more **casual, relaxed aesthetic**. **High Rise** comes in at **18%**, showing a smaller, yet significant segment, favoured for its flattering, waist-defining **fit**.

BROAD FIT ORIENTATION - WOMEN'S JEANS STYLES



Note : Classification used for broad silhouettes

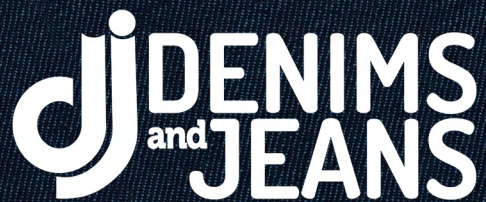
Loose Silhouettes include : Anti Fit , Loose Fit , Boot Cut , Cargo , Jogger , Shrink To Fit , Relaxed Fit

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 **Arket** in **UK**, based on **65 Styles**, offering a snapshot of consumer preferences in **styles**.

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CAIRO

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7TH EDITION

14-15 MAY
THE LALIT ASHOK BANGALORE,
INDIA

VIETNAM
7TH EDITION

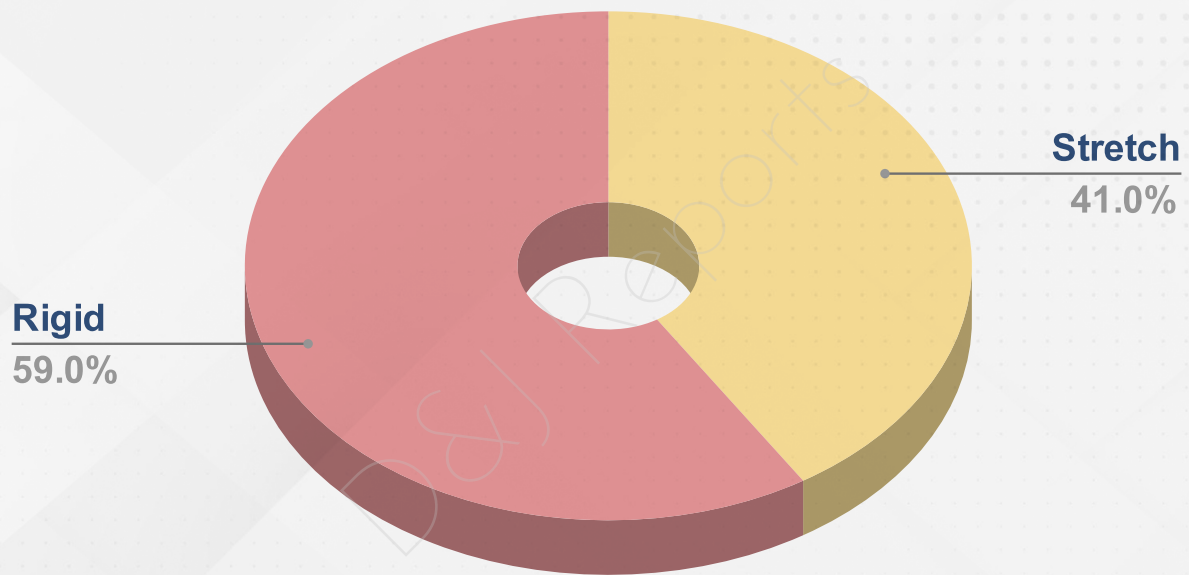
25-26 JUNE
RIVERSIDE PALACE, DIST. 4,
HO CHI MINH, VIETNAM

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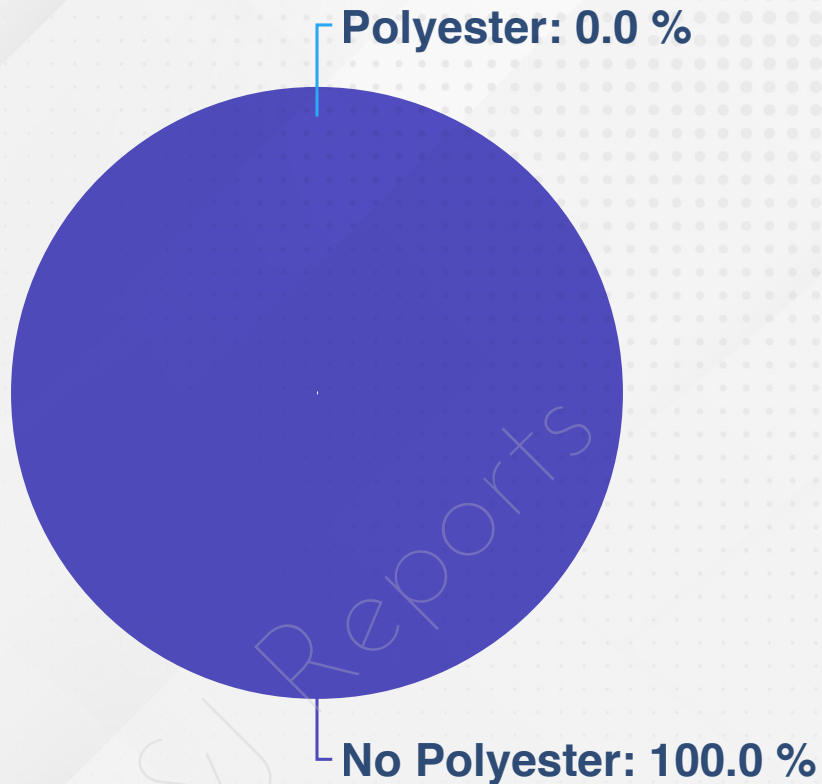
Report Continues ↓

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 **Arket UK** in **September 2024**.

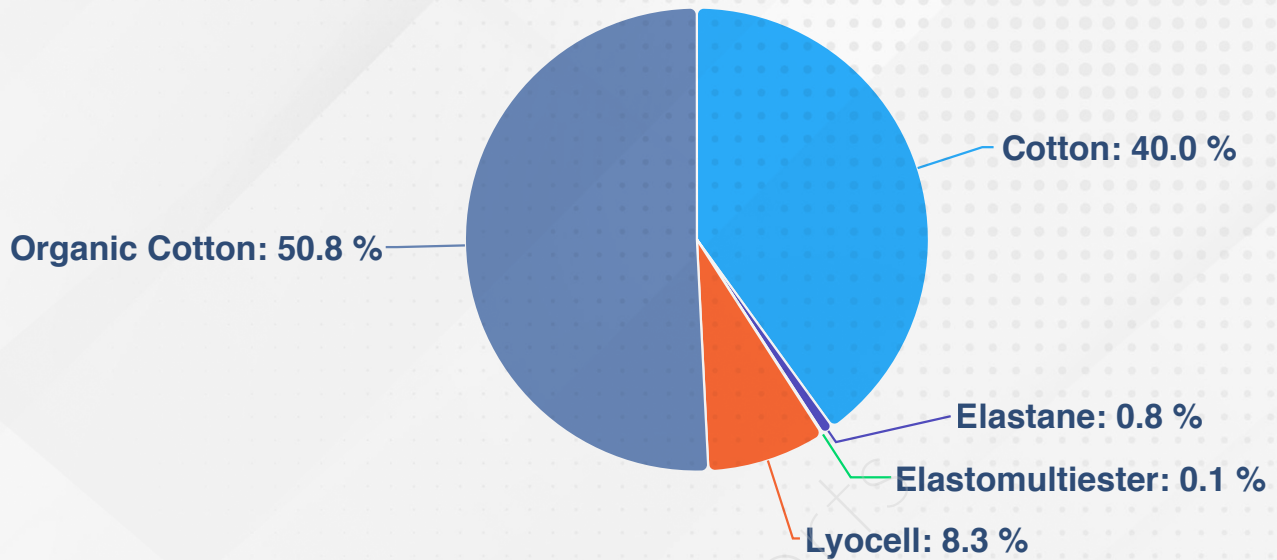
POLYESTER % BY NO. OF STYLES - WOMEN'S JEANS STYLES



The chart reveals that **100%** of **Arket's women's jeans styles** are **non-polyester**, emphasising a commitment to using alternative materials. This strategic choice highlights a focus on maintaining the traditional qualities of **denim** while catering to a consumer base increasingly concerned with **sustainability** and **environmental impact**.

The absence of **polyester** in these **styles** suggests a dedication to **natural fibres**, which can enhance the **comfort** and **breathability** of the **garments**. As consumers seek more **eco-friendly** options, **Arket's** approach positions the brand to align with these preferences, potentially attracting environmentally conscious shoppers who prioritise **sustainable fashion** choices.

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



The **average material composition** in Arket's women's jeans reveals a thoughtful blend that prioritises both **comfort** and **sustainability**. **Organic cotton** constitutes **51%** of the **material**, underscoring a commitment to **eco-friendly** practices and ensuring the **fabric** retains familiar **denim** qualities while enhancing breathability.

Lyocell, making up **8%** of the composition, adds a luxurious feel and further promotes sustainability through its production process. The inclusion of elastane, although minimal at **1%**, contributes to the **stretch** and **flexibility** of the **jeans**, catering to consumers' desires for **comfortable** and **well-fitting styles**. Notably, elastomultiester is absent in the **material composition**, suggesting a focus on more **natural** and **sustainable fibres**.

This strategic combination reflects a response to evolving **market** demands for **denim** that balances performance, **comfort**, and **environmental** responsibility. As consumer preferences shift towards more sustainable **fashion**, **Arket's** approach positions the brand as a leader in offering **high-quality women's jeans** that align with modern **values** and **lifestyle** needs.

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Thanks



Team Denimsandjeans

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2025

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