

BOOHOO - UK

WOMEN JEANS STYLES

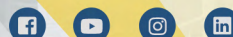
ANALYSIS SEPTEMBER 2024

(ONLINE RETAIL ONLY)

FREE REPORT BY
DENIMSANDJEANS R&D TEAM

D & J

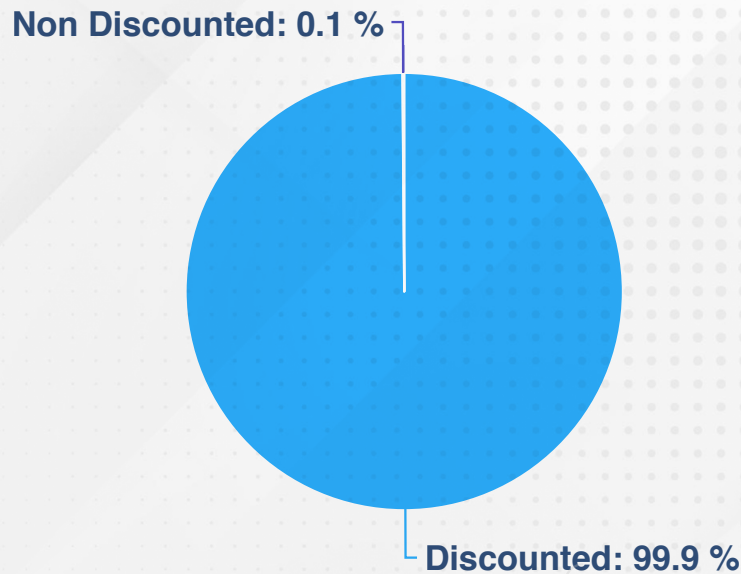
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NUMBER OF WOMEN JEANS STYLES OFFERED AND DISCOUNTED

► **Total Style: 837** ◀



The pie chart shows the **percentage** of BOOHOO UK women's jeans styles on **discount** for the month of **September 2024**.

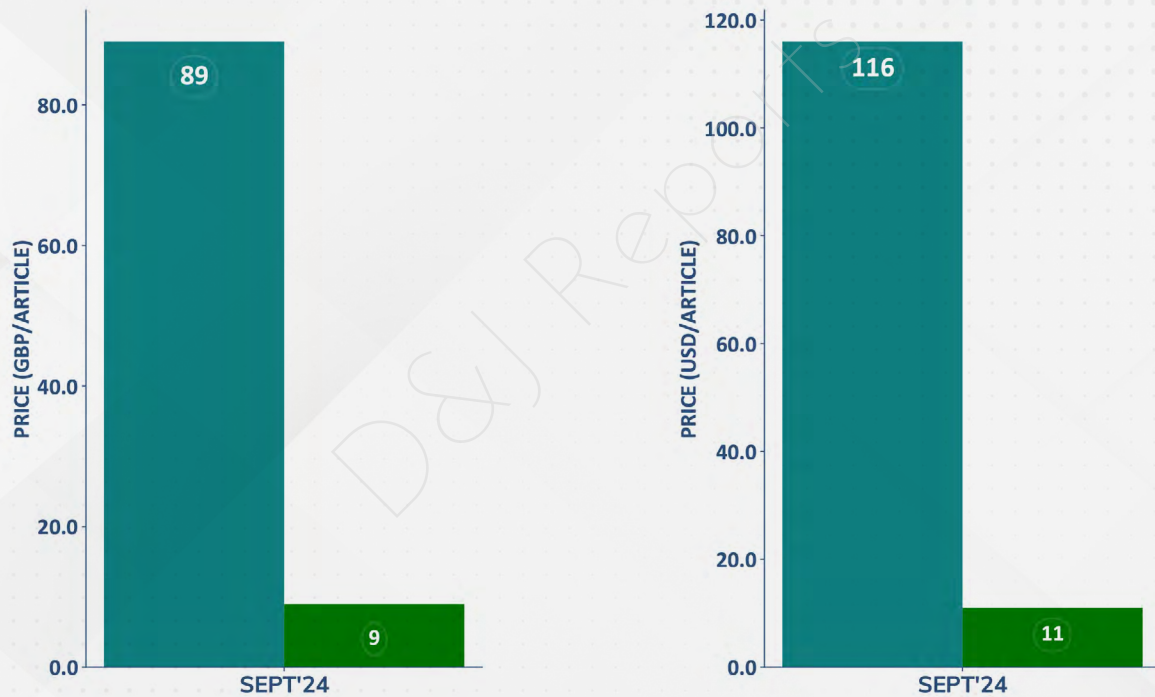
AVERAGE PRICE [GBP] & [USD] OF WOMEN'S JEANS STYLES BEFORE AND AFTER DISCOUNT



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

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

MAXIMUM PRICE MINIMUM PRICE



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 **BOOHOO UK women's jeans** in the month of **September 2024**.

Fabric Compositions In Women's Jeans Styles

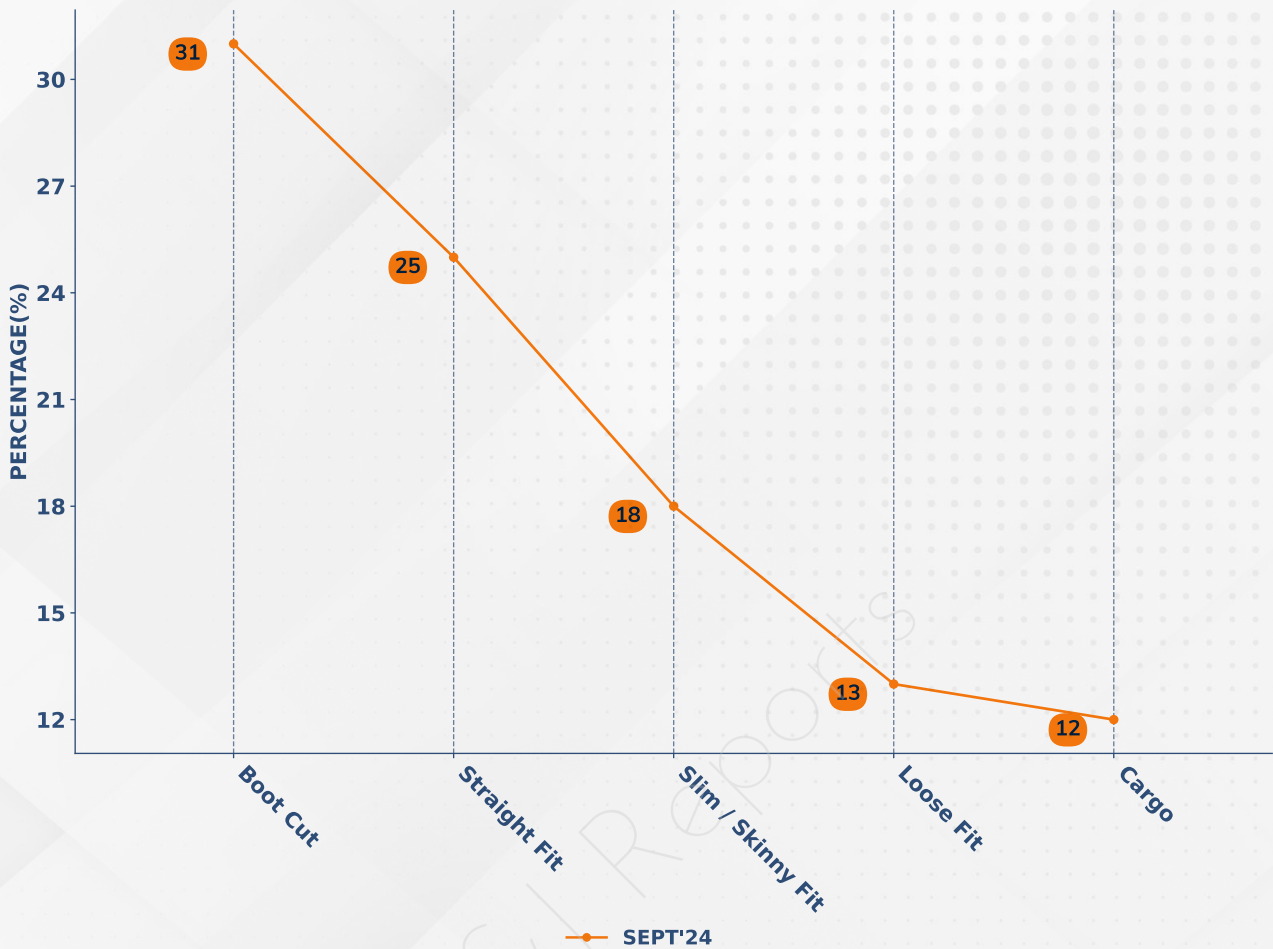
Fabric_Composition	No of Products	% of Total Styles
100% Cotton	398	66
65-81% Cotton 18-33% Polyester 1-2% Elastane	45	7
95-99% Cotton 1-5% Elastane	42	7
83% Cotton 13% Viscose 4% Other	33	6
80-97% Cotton 3-30% Polyester	17	3
78-83% Cotton 12-16% Viscose 1-10% Rayon	15	2
95% Polyester 5% Elastane	8	1
73% Cotton 18% Polyester 9% Viscose	3	1
51% Cotton 29% Polyester 18% Viscose 2% Nylon	3	1

Boohoo compositions are dominated by **100% cotton fabric styles**. Over **66%** of the **styles** are in **100% cotton** - indicating the strong commitment to provide authentic **jeans** to customers by the **brand**. Other styles are a mix of various other **fibers** and many of them are in stretch as well. Incorporation of modern **fabric** blends, such as **65-81% cotton** mixed with **polyester** and **elastane (7%)** and **95-99% cotton** with **elastane (7%)**. These combinations reflect **Boohoo's** strategy to cater to consumers seeking both **comfort** and **flexibility**, without compromising the classic feel of **denim**.

Additionally, blends like **83% cotton** with viscose and other **fibers (6%)** and **lower cotton** compositions indicate a focus on variety, addressing different market segments that value **softness** and **stretch** in their **jeans**.

Overall, **Boohoo** demonstrates a balanced approach, with the majority of their offerings focusing on traditional denim while also incorporating innovative blends for enhanced **comfort** and **fit**. This diverse **fabric** composition ensures **Boohoo** remains competitive in meeting the evolving preferences of modern consumers.

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 **women's jeans styles** showcases diverse consumer preferences, with a notable tilt towards **Boot Cut**, which leads with **31%** of the total styles. This fit is popular for its blend of **comfort** and a **flattering silhouette**, offering versatility that appeals to a broad audience.

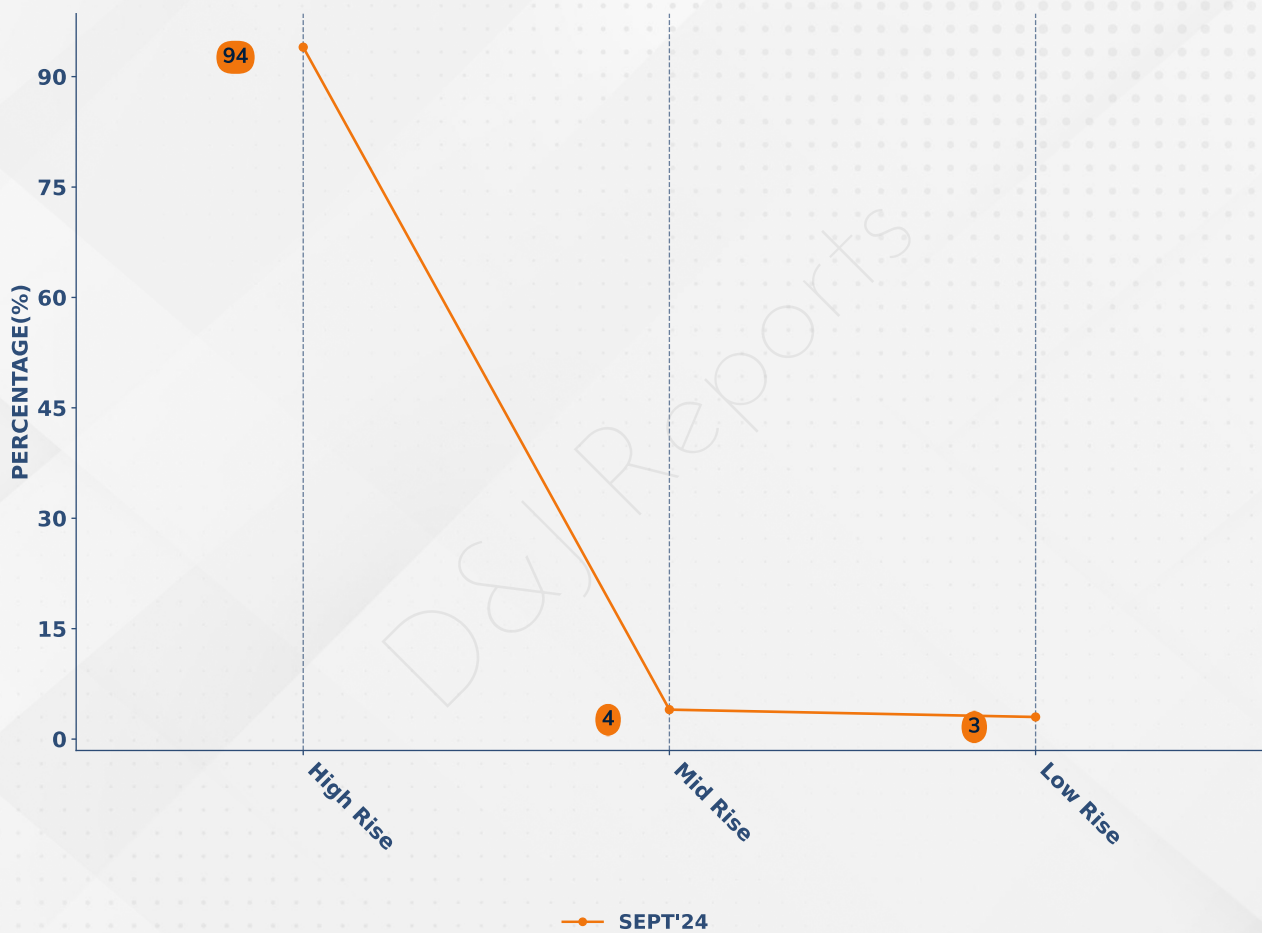
Straight Fit follows closely at **25%**, reflecting a consistent demand for this classic, easy-to-wear style, which remains timeless across seasons.

Slim/Skinny Fit accounts for **18%**, suggesting that while **fitted styles** are still favored, they do not dominate the market as much as they once did. This may indicate a shift towards more **relaxed** and **comfortable fits** in recent **fashion trends**.

Loose Fit and **Cargo Fit**, making up **13%** and **12%** respectively, show a growing interest in more **relaxed** and **utilitarian styles**. These **fits** cater to consumers who prioritize **comfort** and **functionality**, aligning with trends toward **casual** and **oversized silhouettes**.

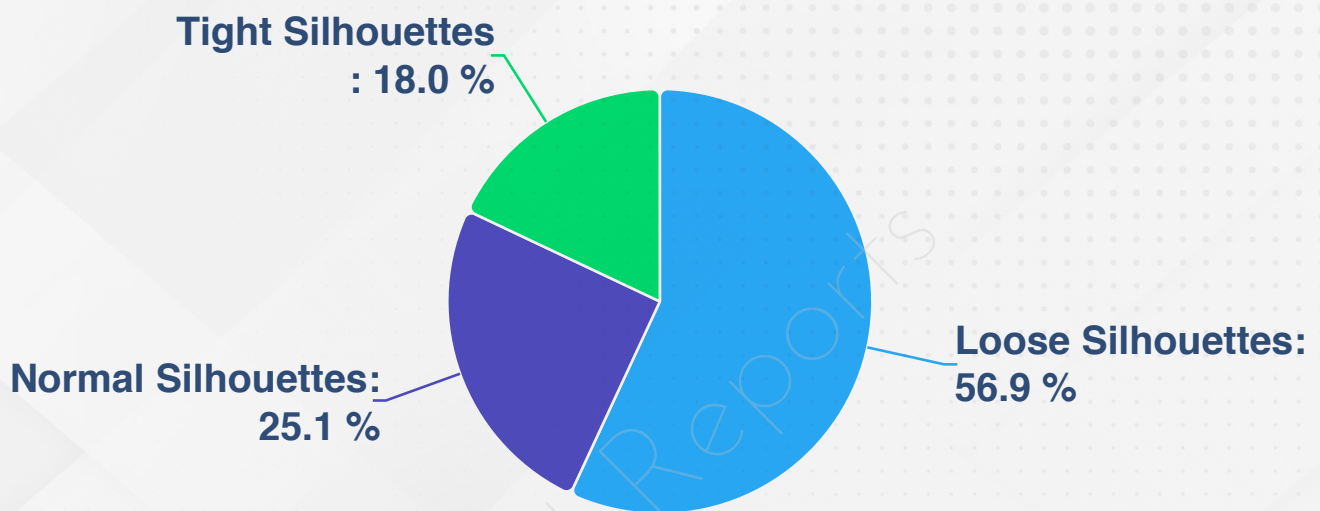
This distribution highlights **Boohoo's** strategy to cater to a wide range of style preferences, balancing modern trends with classic **fits**.

RISE % - WOMEN'S JEANS STYLES



An analysis of the rises in women's jeans styles offered by Boohoo 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

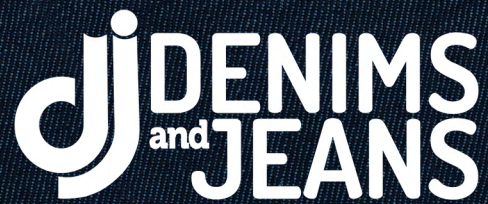
Loose Silhouettes include : Anti Fit , Loose Fit , Boot Cut , Cargo , Jogger , Shrink To Fit , Relaxed Fit

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 **Boohoo** in **UK**, based on **729 Styles**, offering a snapshot of consumer preferences in **styles**.

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CAIRO

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THE LALIT ASHOK BANGALORE,
INDIA

VIETNAM
7TH EDITION

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

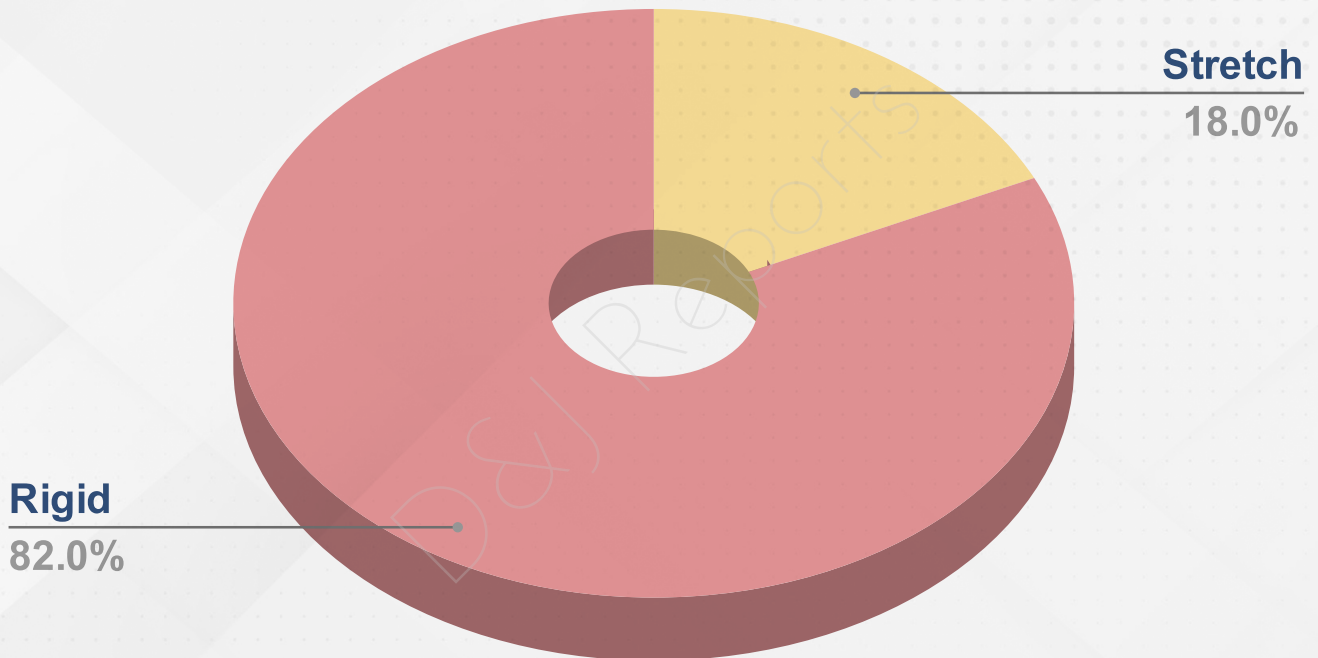
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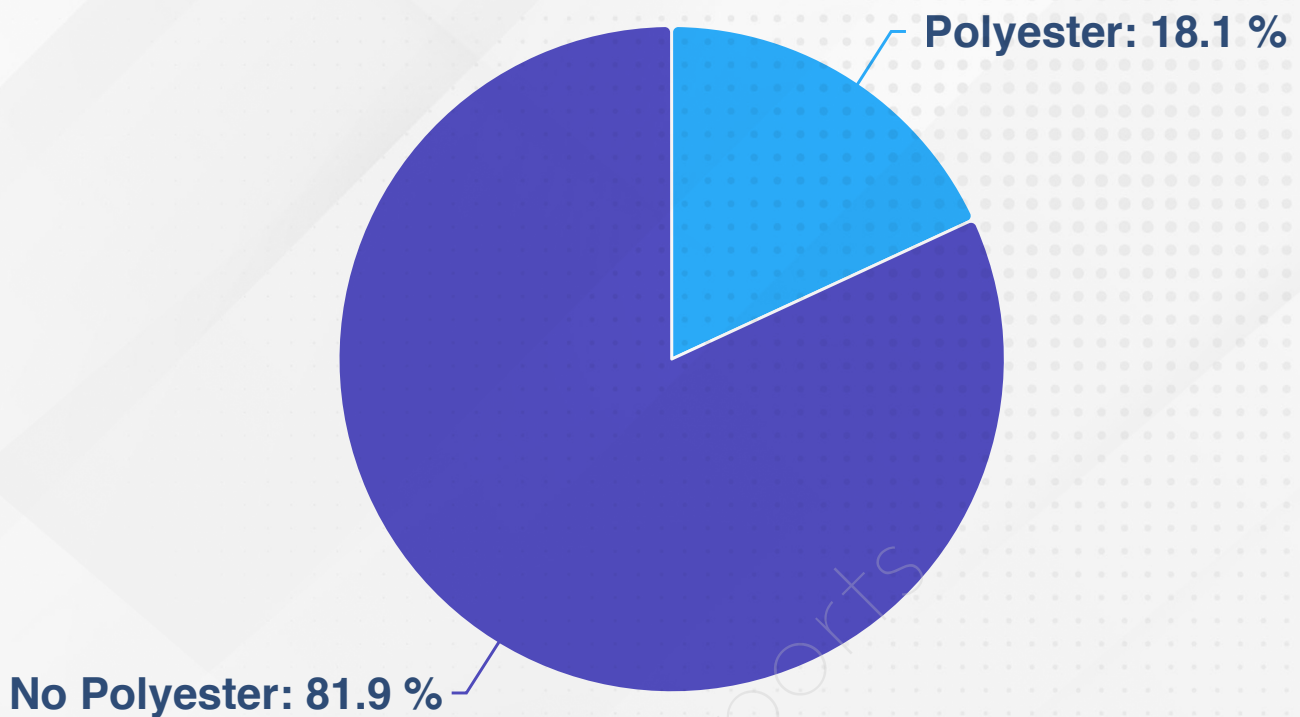


STRETCH VS RIGID STYLE % OF WOMEN'S JEANS STYLES



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

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

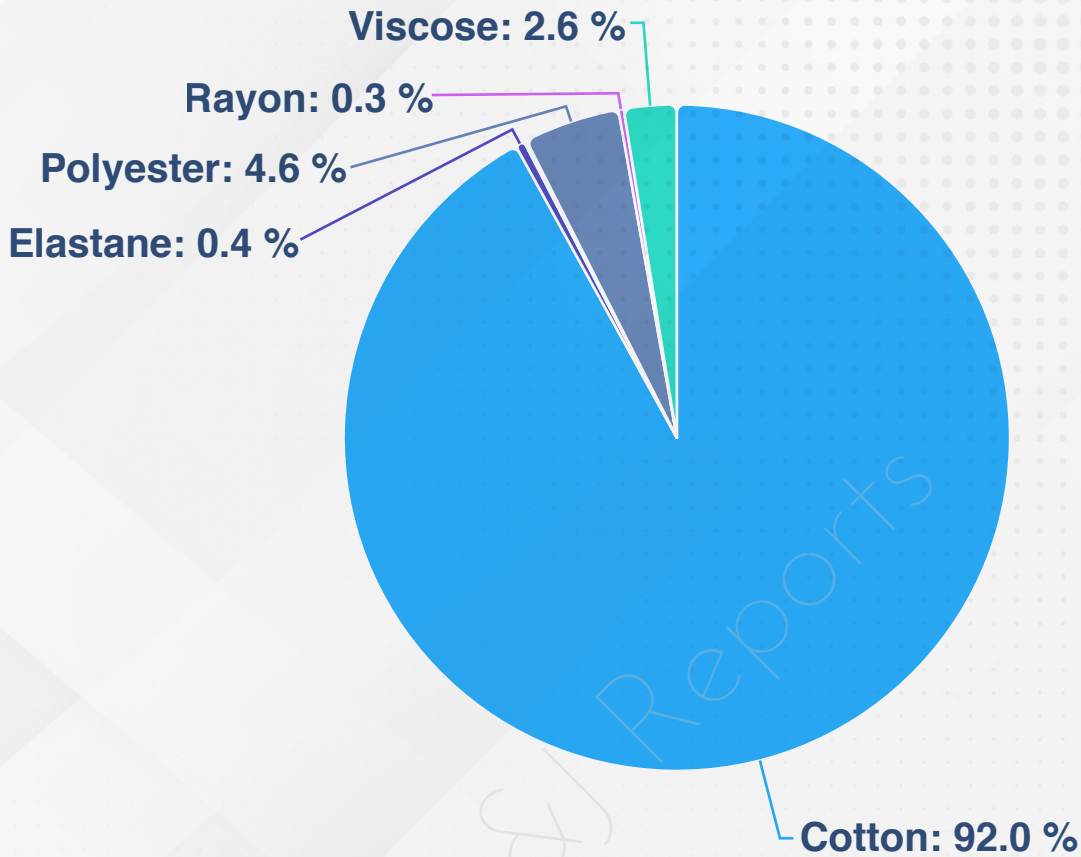


The analysis of **Boohoo's women's jeans** reveals that approximately **18%** of styles incorporate **polyester**, indicating a conscious choice to enhance the functionality and performance of their **denim offerings**. This integration of **polyester** contributes to benefits such as increased durability, elasticity, and improved shape retention, aligning with the growing consumer demand for **versatile** and **resilient clothing**.

Conversely, **82%** of **styles** are **non-polyester**, reflecting a commitment to traditional **fabric compositions** that resonate with consumers who prioritize **natural fibers**, such as **cotton**. This balance allows **Boohoo** to cater to a diverse audience, accommodating both those who seek the modern advantages of blended fabrics and those who prefer the classic qualities of **100% cotton denim**.

As the market evolves, **Boohoo's** strategic incorporation of **polyester** demonstrates an understanding of contemporary consumer preferences while addressing the need for practical and **stylish denim** that meets the demands of **today's lifestyles**. However, it is essential to continue monitoring the **environmental impact** of **synthetic fibers** and strive for **sustainability** in **fabric choices** moving forward.

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



Boohoo's women's jeans demonstrate a modern approach to **fabric composition**, with inclusion of **synthetic fibers** like **polyester**, which makes up **4.6%** of the **material**, showcases the **brand's** efforts to enhance durability and shape retention in its **products**.

Viscose accounts for **2.6%**, adding a **soft and smooth texture**, while **elastane** at **0.4%** provides the necessary **stretch** for **better flexibility** and **fit**. **Rayon**, though present at only **0.3%**, contributes additional drape and smoothness to the **fabric**.

This **material** blend suggests **Boohoo's focus** on creating comfortable yet durable **denim**, balancing traditional **cotton** with **modern fibers** to meet contemporary demands for both **comfort** and **functionality**.

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In case of interest, please contact us at

mktg3@denimsandjeans.com

Thanks

Team Denimsandjeans

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