

# Analysis Of Denim Shorts

ONLINE RETAILED BY -  
LEVIS, H&M, GAP, A&F  
AND AEO (USA)

JULY 2024



DENIMSANDJEANS.IN



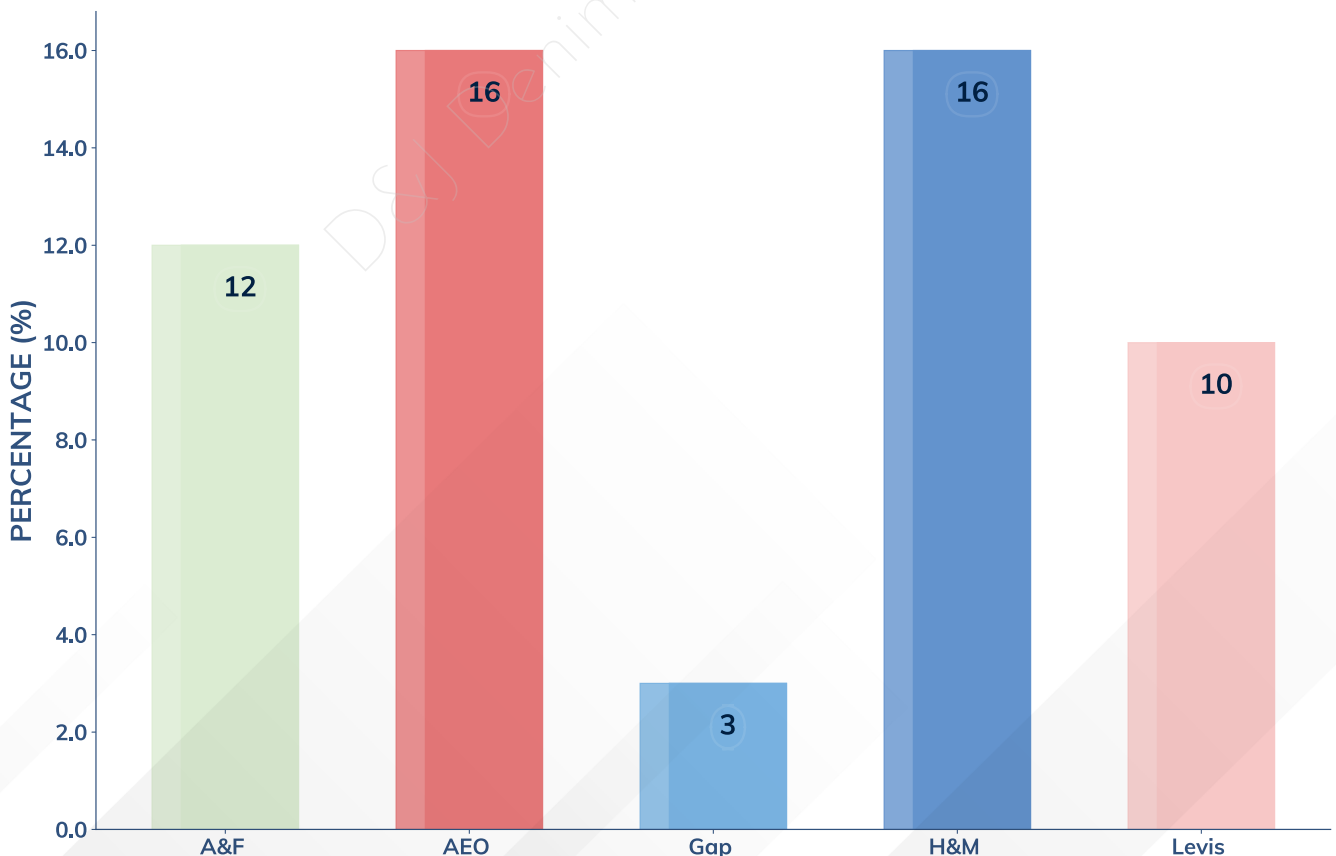
/denimsandjeans

# DENIM SHORTS

LOOKBOOK BY  
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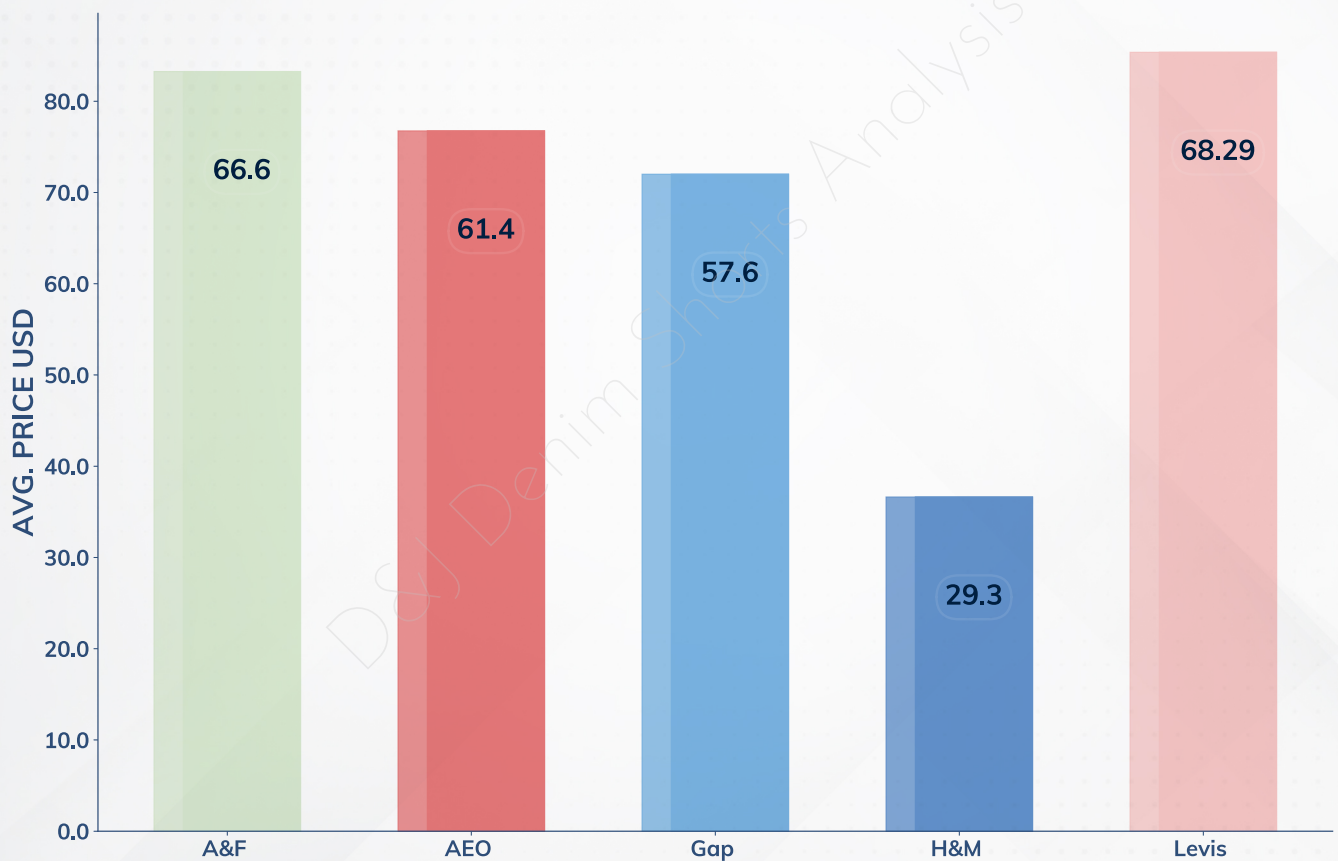
A comprehensive denim lookbook showcasing the most sought-after women's shorts from America's leading brands is now available from Denimsandjeans. This expertly curated collection features the crème de la crème of shorts from Levi's Strauss, H&M, Gap, Abercrombie & Fitch, and American Eagle, as listed on their e-commerce platforms. Our in-depth analysis, conducted in July 2024, compares the brands' offerings based on three key factors: the number of shorts available and average price. This lookbook provides unparalleled insight into the US denim market, highlighting current trends and consumer preferences.

## PERCENTAGE OF WOMEN SHORTS OFFERED ONLINE



Here, H&M and American Eagle led the way in offering the highest number of women's shorts in July 2024, surpassing Levi's Strauss, Abercrombie & Fitch, and Gap. Notably, Gap allocated only 3% of its total production to women's shorts, representing the smallest share among the five brands. This data provides valuable insights into the inventory strategies and product focus of each brand, highlighting opportunities for growth and market differentiation.

## AVERAGE PRICE OF WOMEN SHORTS OFFERED ONLINE



The chart below illustrates the average online prices for women's shorts offered by each brand in July 2024. Levi's Strauss commanded the highest average price, at \$68.2 per article, while H&M offered the most affordable option, with an average price of \$29.3 per article. This pricing analysis reveals significant variations in the brands' strategies, with Levi's positioning itself as a premium offering and H&M targeting budget-conscious consumers. The average prices of Gap, Abercrombie & Fitch, and American Eagle fell within this range, reflecting their respective brand positions and target markets.

# Levis Top Products Offered In July 2024



## 501® '90S WOMEN'S SHORTS

We've been looking to the '90s for inspiration a lot lately—it's right in the name of these 501® shorts, after all. With a looser, slouchier fit and unfinished hem, they feel like those perfect cutoffs you had way back when. But these are here now, and they're ready to be your new favorites.

High-rise with a loose fit that's just right  
Raw hem for that cutoffs feel

### Composition

100% Cotton

\$69.50



## 80S MOM WOMEN'S SHORTS

A vintage-inspired flattering fit featuring the higher-than-high rise that made the '80s the fashion decade we can't stop talking about. With an updated design and sustainably produced denim, think of these '80s Mom Shorts as your parent's shorts, but better.

### Composition

75% Cotton, 25% Lyocell (Lenzing TENCEL™ Lyocell)

\$69.50

## MID LENGTH WOMEN'S SHORTS (PLUS SIZE)

Sun's out, legs out. Designed with an easy slim fit and a hint of stretch, these Mid-Length Shorts are just what you need to get ready for the warm days ahead in style. Bring it on, summer.

An easy-to-style warm-weather essential  
Cut with a slim fit in denim fabric.

This garment is crafted with ECOVERO™ which is derived from certified renewable wood sources

### Composition

60% Cotton, 16% Polyester, 23% Viscose (ECOVERO™), 1% Elastane (LYCRA®)

**\$49.5**



## HIGH RISE WOMEN'S SHORTS

Warmer days ask for shorter hems. So why not give your skinnies a rest and stay fresh in these go-with-everything denim shorts? We designed this pair with a slim fit, a waist-nipping high rise \*and\* a hint of stretch, so you can feel good—and look cool—all season long.

A sleek fit with a waist-defining high rise  
Features Levi's® Sculpt fabrication with Hypersoft for enhanced comfort with supportive stretch, making these our softest jeans ever

### Composition

98% Cotton, 2% Elastane

**\$32.98**

# Levis Regular Products Overall

## CLASSIC BERMUDA WOMEN'S SHORTS (PLUS SIZE)

Brighter days call for shorter hems. So make the most of warm weather in these Shaping Bermuda Shorts, designed with a figure-framing fit and a hint of stretch for all-day comfort. Wear a little less. Go outside a lot more.

A classic summer style with a frame-flattering silhouette.

Stretch denim with the perfect amount of give. This garment is crafted with ECOVERO™, a fiber sourced from wood. ECOVERO™ is a trademark of Lenzing AG.

### Composition

60% Cotton, 16% Polyester, 23% Viscose (ECOVERO™), 1% LYCRA®®

\$49.50



## ROLLED '80S MOM WOMEN'S SHORTS

A vintage-inspired flattering fit featuring the higher-than-high rise that made the '80s the fashion decade we can't stop talking about. With an updated design and a rolled hem, think of these '80s Mom Shorts as your parent's shorts, but better.

Vintage, '80s-inspired fit

Featuring a 10" high rise

A-line leg opening designed to flatter your legs

Finished with a rolled hem

### Composition

100% Cotton

\$39.98



## 501® '90S WOMEN'S SHORTS

We've been looking to the '90s for inspiration a lot lately—it's right in the name of these 501® '90s Jean Shorts, after all. With a looser, slouchier fit and unfinished hem, they feel like those perfect cut-offs you had way back when. But these are here now, and they're ready to be your new favorites.

Mid-rise with a loose fit that's just right  
Raw hem for that cut-offs feel.

Pair them with our graphic tees, smocked blouses or classic button-ups

### Composition

100% Cotton

\$30.98



## NOUGHTIES WOMEN'S SHORTS

Low rise is back and better than ever, and it doesn't get more authentically 2000s than our Noughties Shorts. We designed these with a hip-hugging low rise, a flattering slim fit and a 7" inseam for a little bit of ease. And to stay true to the era, we added in some fun details like western-inspired chunky stitching.

2000s-inspired low-rise shorts

An easy 7" inseam

A flattering slim fit

Finished with western-inspired chunky stitching

### Composition

67% cotton~32% Lyocell (Lenzing Tencel)~1% elastane (LYCRA®)

\$39.98

D&J Denim Shorts Analysis



# H&M Top Products Offered In July 2024



## BAGGY LOW DENIM SHORTS

Loose-fit, 5-pocket shorts in rigid cotton denim that feels firm at first, softening and relaxing with wear. Low waist, button fly, and raw-edge hems.

### Composition

100% Cotton

**\$34.99**



## LOW DENIM CARGO SHORTS

Knee-length shorts in rigid denim. Low waist, zip fly with button, raw-edge hems. Front pockets, back pockets, and bellows leg pockets with flap and hook-loop fastener. One of the leg pockets with a small, outer patch pocket.

### Composition

86% Cotton, 14% Polyester

**\$34.99**



## REGULAR DENIM SHORTS

5-pocket shorts in denim with gentle stretch. Regular waist and zip fly with button.

### Composition

60% Cotton, 16% Polyester, 23% Viscose (Ecovero™), 1% Elastane (LYCRA®)

**\$19.99**



## HIGH DENIM SHORTS

5-pocket shorts in denim with gentle stretch. High waist, zip fly with button, and raw-edge hems.

### Composition

99% Cotton, 1% Spandex

**\$18.99**

# H&M Regular Products Overall



## HIGH DENIM SHORTS

5-pocket shorts in denim with gentle stretch. High waist, zip fly with button, and raw-edge hems.

### Composition

99% Cotton, 1% Spandex

\$27.99



D&J Denim Shorts Analysis

## HIGH DENIM SHORTS

5-pocket shorts in denim with gentle stretch. High waist, zip fly with button, and raw-edge hems.

### Composition

99% Cotton, 1% Spandex

\$18.99



### SLIM REGULAR DENIM SHORTS

5-pocket shorts in washed denim with gentle stretch. Regular waist, zip fly with button, and slim legs.

#### Composition

99% Cotton, 1% Spandex

**\$29.99**



### HIGH DENIM SHORTS

5-pocket shorts in denim with gentle stretch. High waist, zip fly with button, and raw-edge hems.

#### Composition

86% Cotton, 13% Polyester, 1% Spandex

**\$15.99**

# Gap Top Products Offered In July 2024



## MATERNITY INSET PANEL 4" DENIM SHORTS

Stretch denim.  
Button closure, zip fly.  
Classic 5-pocket styling.

### Composition

85.5% Cotton, 11.5% Polyester, 3% Elastane

**\$74.95**



## 11.5" MID RISE METALLIC LONGLINE DENIM SHORTS

Fit: Low slung on the waist and relaxed at the hip with a wide-leg finish.

Stretch: A bit of hug and a lot of hold.  
Comfortable and designed to flatter.

Rise: Mid Rise Shorts.

Look: A classic five-pocket short in a silver-coated metallic denim wash.

### Composition

89% Cotton, 8% Elasterell, 3% Spandex.

**\$39.99**

## DENIM EASY SHORTS

Soft denim shorts.

Elasticized waist with drawcords.

Front slant pockets.

Back patch pockets.

### Composition

95% Cotton, 5% Recycled Cotton

**\$44.99**



## 5" MID RISE DENIM GIRLFRIEND SHORTS

The bestselling icon of summer. Forever in.  
Always on.

Button closure, zip fly.  
Classic five-pocket styling.  
Certain styles have distressing and a raw,  
cuffed hem.

This pair of denim is part of our water-saving Washwell program. Compared to conventional wash methods, Washwell has saved millions of liters of water.

### Composition

94% Cotton, Recycled 5% Cotton, 1% Spandex

**\$53.00**

# Gap Regular Products Overall



## 4" MATERNITY FULL PANEL DENIM SHORTS

Stretch denim maternity denim shorts.

Comfortable full panel.

Faux-fly styling.

Classic, 5-pocket styling.

### Composition

98% Cotton, 2% Elastane,

**\$44.00**



## 5" MID RISE GIRLFRIEND SHORTS

Fit: Easy from waist to hip with a relaxed leg opening.

Stretch: Our most comfortable authentic denim. Holds you in at the hips & waist but feels easy everywhere else.

Rise: Mid Rise shorts.

Look: A classic five-pocket short with a raw hem. Certain styles have distressed detailing.

Look: A classic five-pocket white denim short with a rolled hem.

### Composition

99% Cotton, 1% Spandex.

**\$29.00**

## MATERNITY INSET PANEL 4" DENIM SHORTS

Stretch denim.  
Button closure, zip fly.  
Classic 5-pocket styling.  
Assorted washes.

### Composition

85.5% Cotton, 11.5% Polyester, 3% Elastane

**\$44.00**



## 3" HIGH RISE CHEEKY SHORTS

Fit: Fitted through the hip & thigh with a slim leg.

Fabric: 12.5 oz (354 g) denim with 6% recycled cotton.

Stretch: GapFlex Medium Stretch. Made for all-day flexibility & ease. Looks authentic.

Feels lived in. Won't stretch out.

Look: A classic five-pocket jean in a dark indigo wash.

### Composition

78% Cotton, 2% Elastane, 10% Recycled Cotton, 10% Organic Cotton

**\$14.97**

# A&F Top Products Offered In July 2024



## HIGH RISE DAD SHORT

High rise with a relaxed fit throughout the hip and thigh, and a 5 inch (13 cm) inseam. Vintage stretch denim in a light medium wash, with on-trend baby hem. Imported.

### Composition

99% Cotton, 1% Elastane

**\$54.99**



## CURVE LOVE HIGH RISE MOM SHORT

High rise with a relaxed fit throughout the hip and thigh, and a 2.5 inch (6.25 cm) inseam. The viral fit that eliminates waist gap: Curve Love features additional room through the hip and thigh for curve-hugging comfort. Vintage stretch denim in a black wash, with frayed hem. Imported.

### Composition

99% Cotton, 1% Elastane

**\$44.99**





### CURVE LOVE HIGH RISE DAD SHORT

High rise with a relaxed fit throughout the hip and thigh, and a 5 inch (13 cm) inseam. The viral fit that eliminates waist gap: Curve Love features additional room through the hip and thigh for curve-hugging comfort. Vintage stretch denim in a medium wash, with frayed hem. Imported.

#### Composition

99% Cotton, 1% Elastane

**\$49.99**



### CURVE LOVE MID RISE 10" LOOSE SHORT

Mid rise early 2000's-inspired denim with a loose fit throughout the leg, and a 10 inch (25 cm) inseam. The viral fit that eliminates waist gap: Curve Love features additional room through the hip and thigh for curve-hugging comfort. Vintage stretch denim in a light wash, with frayed hem. Imported.

#### Composition

78% Cotton, 22% Lyocell

**\$70**

# A&F Regular Products Overall

## CURVE LOVE HIGH RISE MOM SHORT

High rise with a relaxed fit throughout the hip and thigh, and a 2.5 inch (6.25 cm) inseam. The viral fit that eliminates waist gap: Curve Love features additional room through the hip and thigh for curve-hugging comfort. Vintage stretch denim in a black wash, with frayed hem. Imported.

### Composition

99% Cotton, 1% Elastane

\$44.99



## CURVE LOVE MID RISE 10" LOOSE SHORT

Mid rise early 2000's-inspired denim with a loose fit throughout the leg, and a 10 inch (25 cm) inseam. The viral fit that eliminates waist gap: Curve Love features additional room through the hip and thigh for curve-hugging comfort. Vintage stretch denim in a light wash, with frayed hem. Imported.

### Composition

78% Cotton, 22% Lyocell

\$70

### MID RISE 10" LOOSE SHORT

Mid rise early 2000's-inspired denim with a loose fit throughout the leg, and a 10 inch (25 cm) inseam. Vintage stretch denim in a medium wash, with on-trend baby hem. Imported.

#### Composition

78% Cotton, 22% Lyocell

\$70



### MATERNITY HIGH RISE DAD SHORT

High rise pregnancy denim with a relaxed fit throughout the hip and thigh, and a 5 inch (13 cm) inseam. Comfort stretch denim in a medium wash, with an elastic belly band for your baby bump and frayed hem.

#### Composition

99% Cotton, 1% Elastane

\$70

# AEO Top Products Offered In July 2024



## AE77 PREMIUM CLASSIC DENIM SHORT

Light wash rigid denim  
Button fly

Authentic 5-pocket styling with hand-set rear pockets and handcrafted hinged bartacks

Made with 7 colors of sustainably sourced thread, organic pocket bags, and sustainable hardware & trims

Signature 77 details at back pocket & coin pocket

### Composition

100% Organic Cotton

\$26.40



## AE STRIGID SUPER HIGH-WAISTED RELAXED RIPPED DENIM SHORT

Rigid in the front. Stretchy in the back. Magic all over with innovative 50/50 construction.

Color wash

Ripped

This is Real Good: Made with the planet in mind & a promise to continue to do better.

### Composition

87% Cotton, 13% Recycled Cotton

\$59.95

## AE77 PREMIUM CLASSIC DENIM SHORT

Medium wash rigid denim

Lived-in destroy and raw hem details

Authentic 5-pocket styling with hand-set rear pockets and handcrafted hinged bartacks

Signature 77 details at back pocket and coin pocket

Constructed using 7 colors in 5 sizes of sustainably sourced thread, organic pocket bags, and sustainable hardware and trims

Button fly

### Composition

100% Organic Cotton

\$26.40



## AE NEXT LEVEL LOW-RISE SKINNY BERMUDA DENIM SHORT

Our softest, stretchiest, never-loses-its-shape denim

Light wash

These are Real Good: Made with the planet in mind & a promise to continue to do better.

### Composition

71% Cotton, 26% Recycled Polyester, 3% Elastane

\$49.95

# AEO Regular Products Overall

## AE STRIGID 8" PERFECT DENIM BERMUDA SHORT

Rigid in the front. Stretchy in the back. Magic all over with innovative 50/50 construction

Featuring our Comfort Stretch Waistband!

Light wash

This short is Real Good: Made with the planet in mind & a promise to continue to do better.

### Composition

87% Cotton, 13% Recycled Cotton

\$59.95



## AE STRIGID SUPER HIGH-WAISTED RELAXED DENIM SHORT

Rigid in the front. Stretchy in the back. Magic all over with innovative 50/50 construction

Dark wash

Raw hem

These shorts are Real Good: Made with the planet in mind & a promise to continue to do better.

### Composition

87% Cotton, 13% Recycled Cotton

\$49.95



## AE STRIGID SUPER HIGH-WAISTED RELAXED RIPPED DENIM SHORT

Rigid in the front. Stretchy in the back. Magic all over with innovative 50/50 construction.

Light wash

Ripped

This is Real Good: Made with the planet in mind & a promise to continue to do better.

### Composition

87% Cotton, 13% Recycled Cotton

**\$49.95**



## AE STRIGID DENIM MOM SHORT

Rigid in the front. Stretchy in the back. Magic all over with innovative 50/50 construction

Made with rigid denim in the front of the leg & stretch denim in the back.

The vintage look of 100% cotton denim, but with the comfort and ease of your favorite stretchy pants.

Comfort Stretch Waistband for an extra dose of comfy!

### Composition

93% Cotton, 7% Recycled Cotton

**\$59.95**



**Thanks**

