



DSQUARED2 - USA
MEN JEANS STYLES
ANALYSIS SEPTEMBER 2024
(ONLINE RETAIL ONLY)

FREE REPORT BY
DENIMSANDJEANS R&D TEAM



D & J

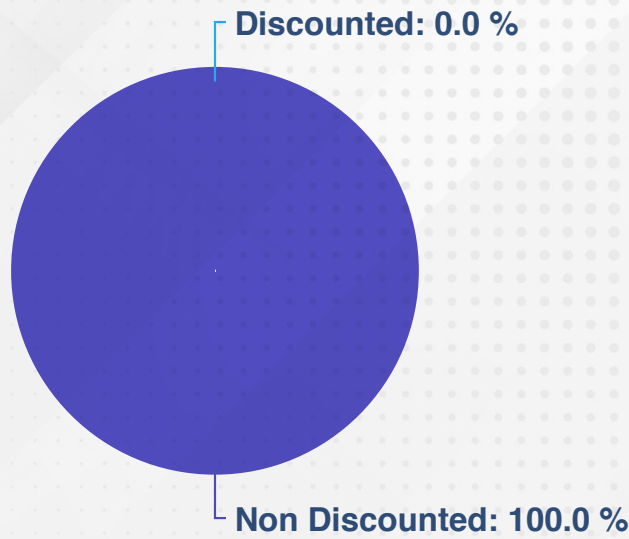
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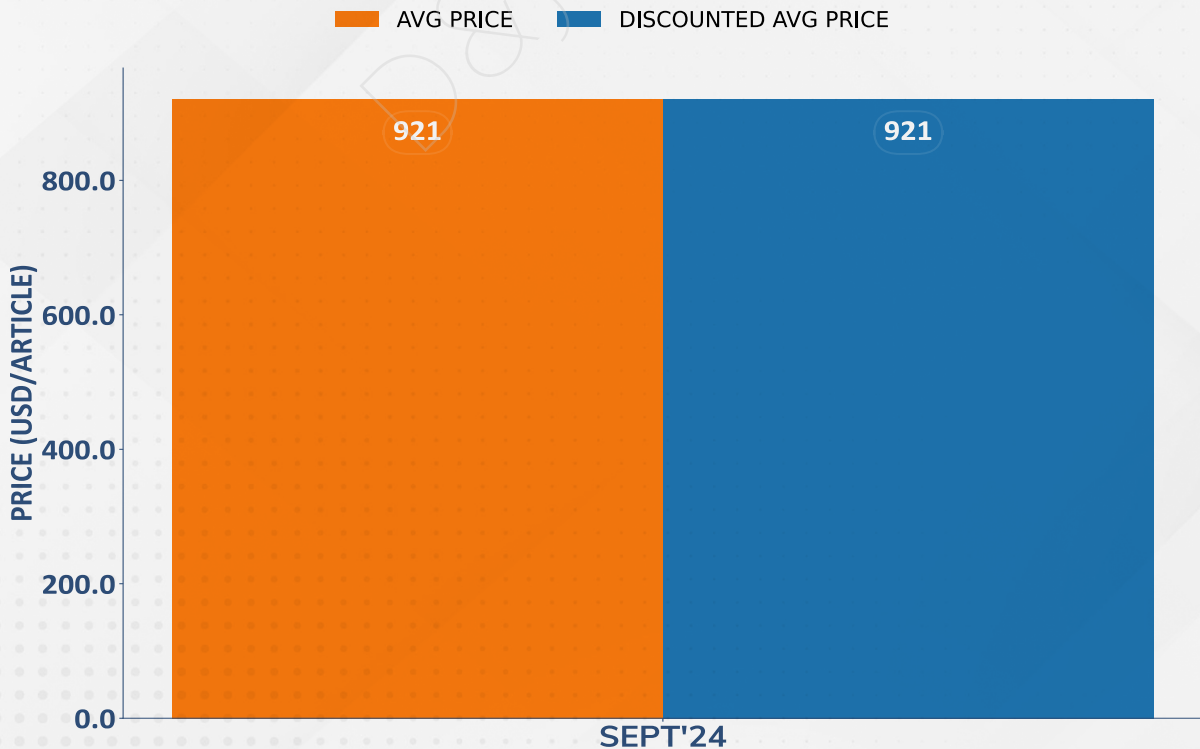
NUMBER OF MEN'S JEANS STYLES OFFERED AND DISCOUNTED

▶ **Total Style: 67** ◀



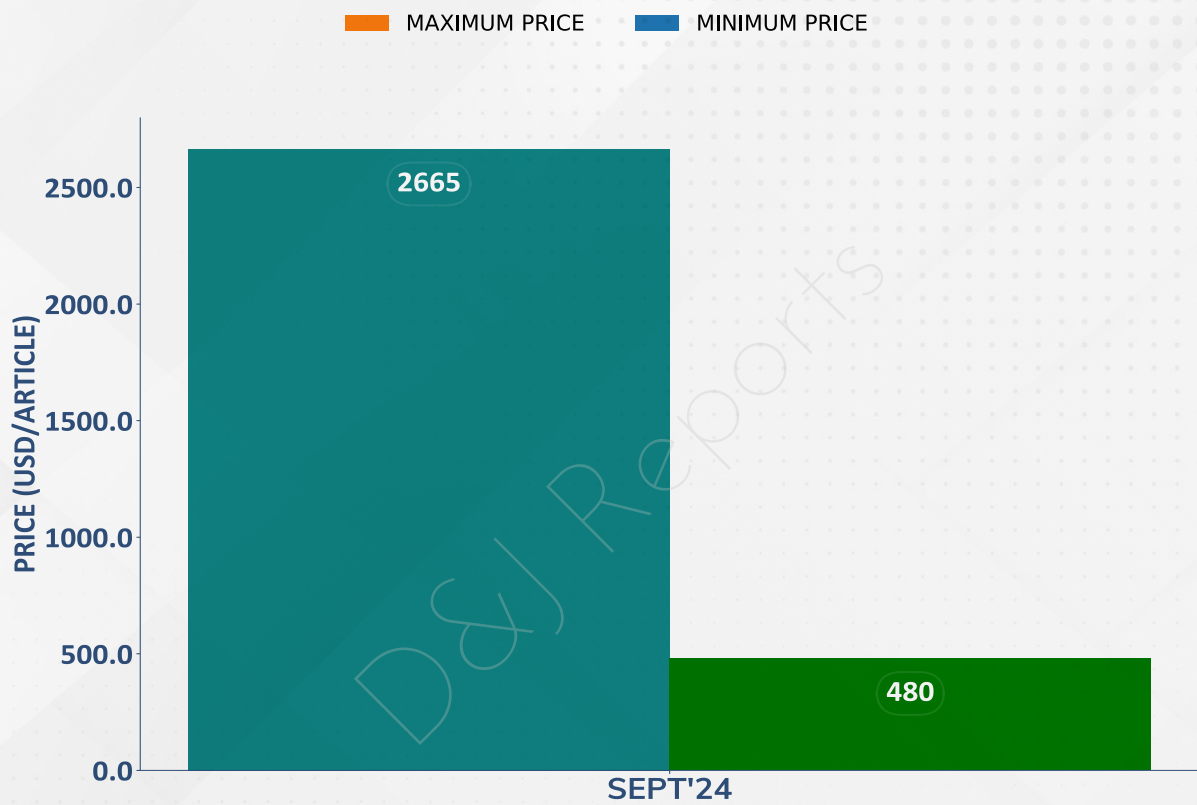
The pie chart shows the percentage of **Dsquared2 USA Men's jeans styles** on discount for the month of **September 2024**.

AVERAGE PRICE (USD) OF MEN'S JEANS STYLES BEFORE AND AFTER DISCOUNT



The accompanying graph illustrates the **average price** trajectory of **Dsquared2 USA's Men's jeans** in **September 2024**, showing the strong position of **Dsquared2** by not providing any discounts being a luxury brand.

MAXIMUM AND MINIMUM PRICE (USD) - MEN'S JEANS STYLES



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 **Dsquared2 USA Men's jeans** in the **month of September 2024**.

Fabric Compositions In Men's Jeans Styles

Fabric_Composition	No of Products	% of Total Styles
97-99% Cotton 1-3% Elastane	46	71.8
100% Cotton	8	12.5
93% Cotton 4% Polyester 3% Elastane	6	9.4
92% Cotton 6% Elasterell 2% Elastane	3	4.7
98% Cotton 2% Elasterell	1	1.6

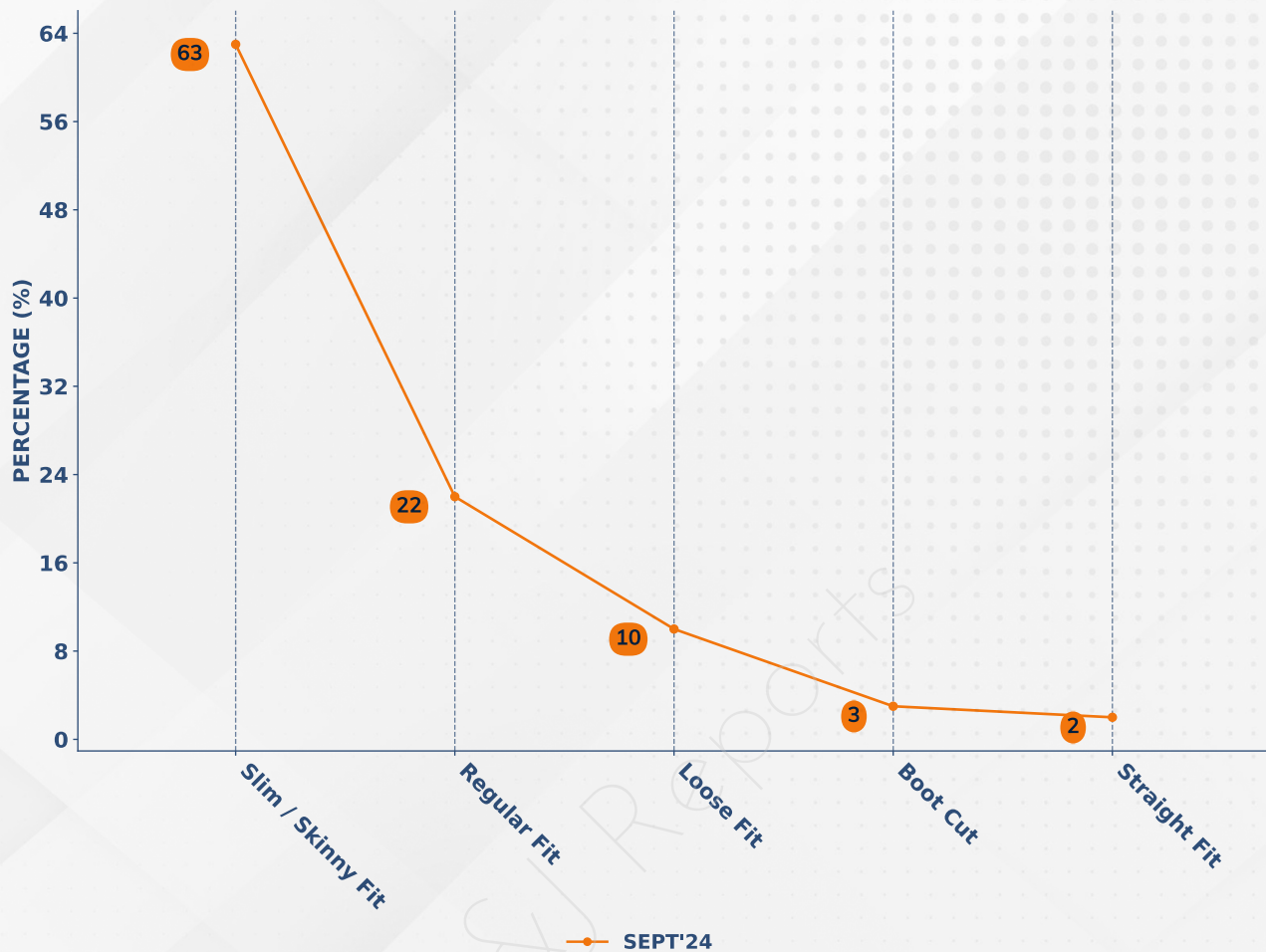
Note: PIW means post industrial waste

Dsquared2's fabric compositions for men's jeans demonstrate a balanced blend of **traditional** and **stretch-enhanced** options. The majority, **71.8%** of styles, feature a high cotton content of **97-99%** combined with **1-3% elastane**, showcasing **Dsquared2's** commitment to delivering authentic **denim** with a touch of **flexibility**. This blend reflects the brand's focus on maintaining classic **denim** qualities while providing added **comfort** and **fit** adaptability for consumers.

Additionally, **12.5%** of styles are crafted from **100% cotton**, appealing to those who prioritize the timeless feel of pure denim. Other compositions, such as **93% cotton** with **4% polyester** and **3% elastane (9.4%)** and **92% cotton** with **6% elasterell** and **2% elastane (4.7%)**, highlight **Dsquared2's** strategic inclusion of stretch and durability-enhancing fibers. This variety allows the brand to cater to diverse preferences, offering both classic and modernized denim options that align with contemporary demands for resilience, comfort, and style versatility.

Dsquared2's approach ensures it meets a wide spectrum of consumer needs, with fabric blends that balance the heritage of traditional denim with innovations suited to the active, fashion-conscious market.

FITS % - MEN'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.

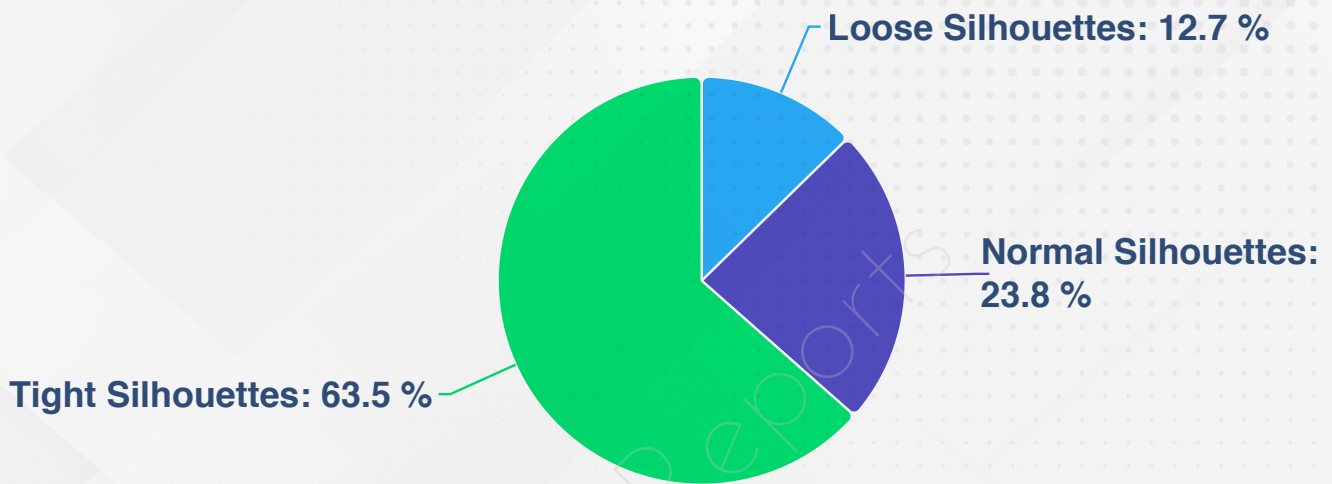
The distribution of fits in **Dsquared2 Men's jeans styles** highlights a strong preference for **Slim/Skinny Fit**, making up **63%** of the styles. This fit continues to be popular, offering a streamlined look that appeals to those who prefer a modern, **tailored silhouette**.

Regular Fit follows with **22%**, reflecting the ongoing demand for classic, versatile jeans that provide **comfort** and a **relaxed fit** suitable for various settings. **Loose Fit**, comprising **10%** of the **styles**, caters to the increasing interest in **relaxed** and **comfortable** options, aligning with trends that favor more casual and oversized silhouettes.

While **Boot Cut** and **Straight Fit** account for smaller shares at **3%** and **2%**, respectively, these fits add diversity to **Dsquared2's** offerings, allowing the brand to address varied consumer tastes. The distribution demonstrates **Dsquared2's** commitment to balancing contemporary trends with timeless styles, appealing to a broad audience with preferences ranging from fitted to **relaxed denim** options.



BROAD FIT ORIENTATION - MEN'S JEANS STYLES



Note : Classification used for broad silhouettes

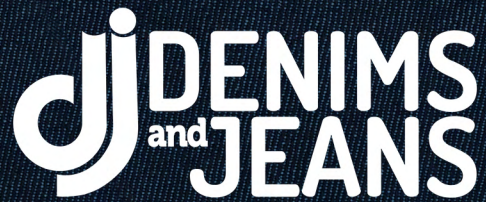
Loose Silhouettes include : Anti Fit , Loose Fit , Boot Cut , Cargo , Jogger , Shrink To Fit , Relaxed Fit

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 **Men's jeans** at **Dsquared2** in **USA**, based on **729 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

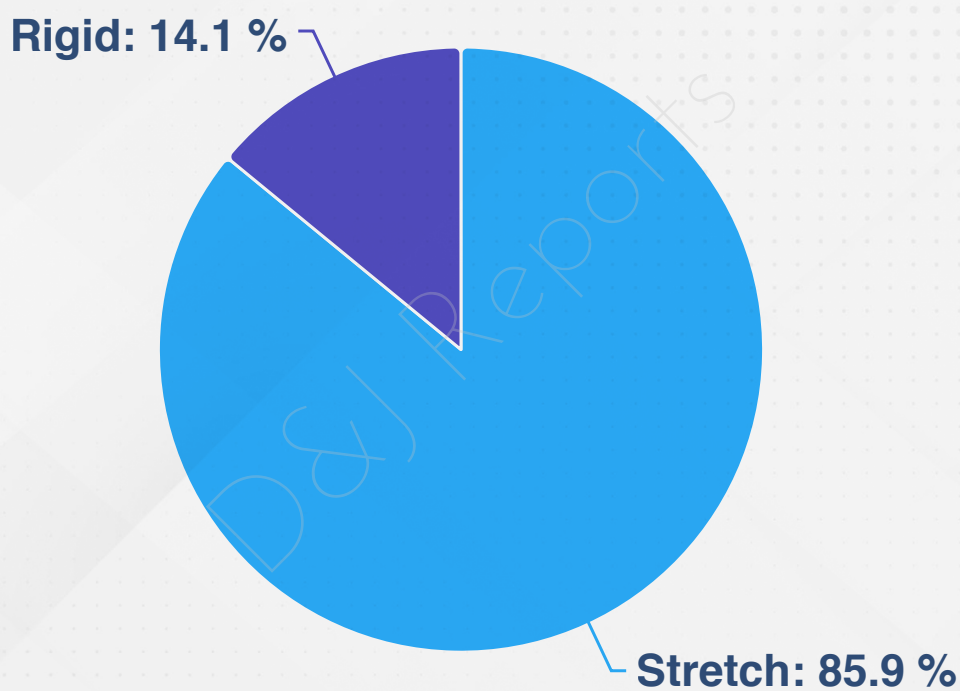
25-26 JUNE
RIVERSIDE PALACE, DIST. 4,
HO CHI MINH, VIETNAM

SAVE THE DATES

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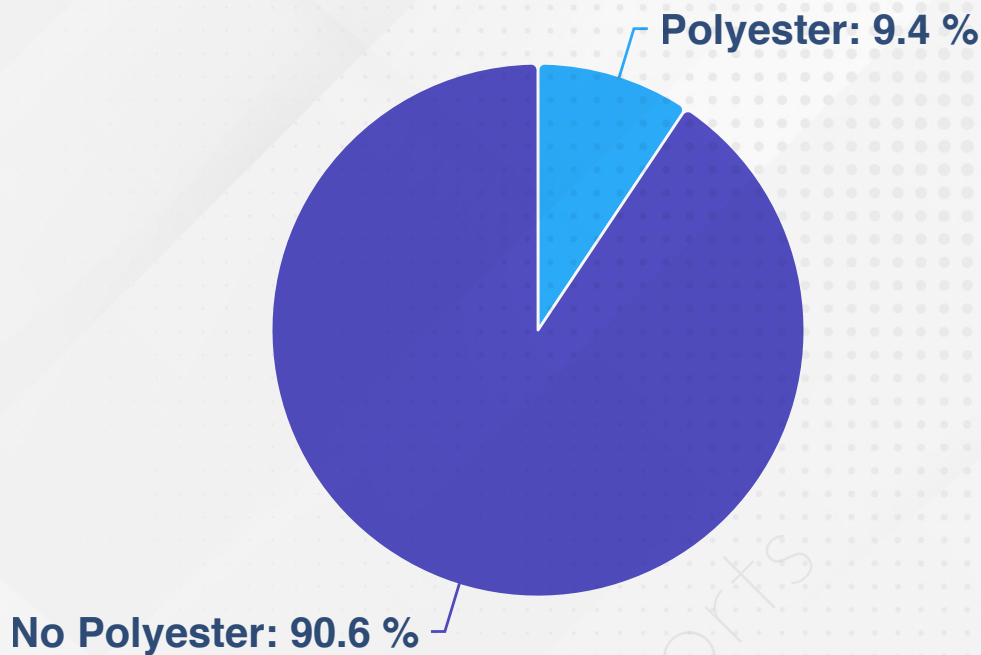
Report Continues ↓

STRETCH VS RIGID STYLE % OF MEN'S JEANS STYLES



The pie chart illustrates the percentage distribution of **Men's jeans** by **fabric stretch (Rigid and Stretch)** for **Dsquared2 USA** in **September 2024**.

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

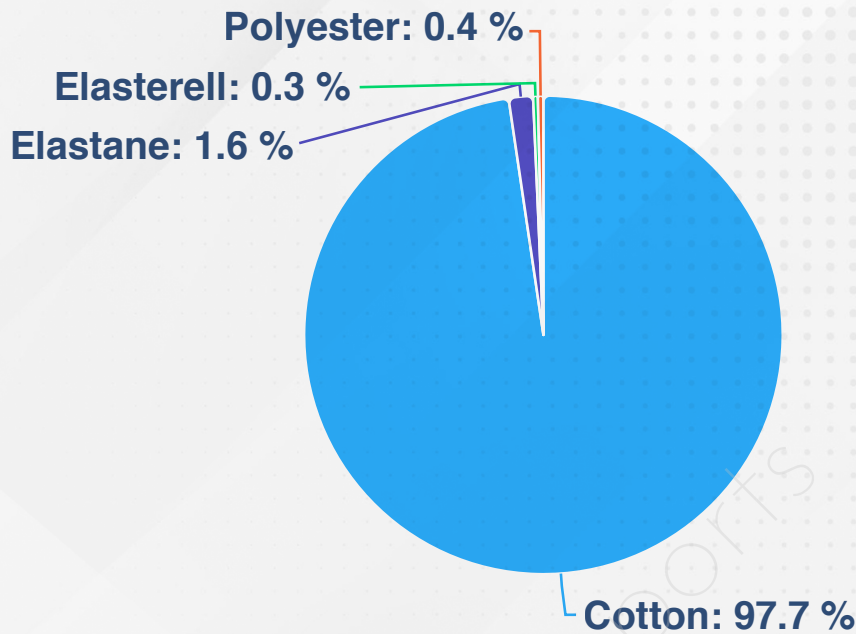


The analysis of **Dsquared2's men's jeans** shows that approximately **9.4%** of styles incorporate **polyester**, highlighting a selective approach to enhancing the performance of their **denim products**. The addition of **polyester** is intended to improve durability, elasticity, and shape retention, catering to a consumer base that values resilient and versatile clothing.

On the other hand, **90.6%** of styles remain **non-polyester**, reflecting **Dsquared2's** commitment to traditional **fabric compositions**, preferred by consumers who prioritize natural **fibers** like **cotton**. This balance enables **Dsquared2** to serve a broad audience, meeting the needs of those who appreciate the benefits of blended fabrics as well as those who favor the **classic quality** of **natural denim**.

Dsquared2's approach demonstrates a responsive adaptation to modern consumer demands, ensuring practical and **stylish denim** options. Moving forward, ongoing attention to the environmental impact of synthetic **fibers** will be crucial in balancing **sustainability** with **functionality** in **fabric choices**.

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



Note: PIW means post industrial waste

Dsquared2's men's jeans reflect a balanced approach to **fabric composition**, with a strong emphasis on traditional materials. **Cotton** dominates the blend at **97.7%**, underscoring the brand's commitment to maintaining the classic feel and breathability of **denim**. **Elastane** makes up **1.6%** of the **fabric**, offering the necessary **stretch** to enhance **flexibility** and **comfort** for a more adaptable **fit**. A small addition of **polyester (0.4%)** is incorporated to improve durability and shape retention, while elasterell at **0.3%** contributes added resilience.

This composition aligns with **Dsquared2's** strategy to provide **jeans** that blend comfort with durability, appealing to consumers who prioritize both traditional **denim** qualities and the benefits of modern fabric innovations. The focus on **high cotton** content reinforces a commitment to quality, while the inclusion of synthetic fibers adds practical enhancements to meet the demands of today's **lifestyle**.

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In case of interest, please contact us at

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Team Denimsandjeans



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SHOWS**

2025

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INDIA
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