



FRAME USA

WOMEN JEANS STYLES

ANALYSIS SEPTEMBER 2024

(ONLINE RETAIL ONLY)

FREE REPORT BY
DENIMSANDJEANS R&D TEAM



D & J

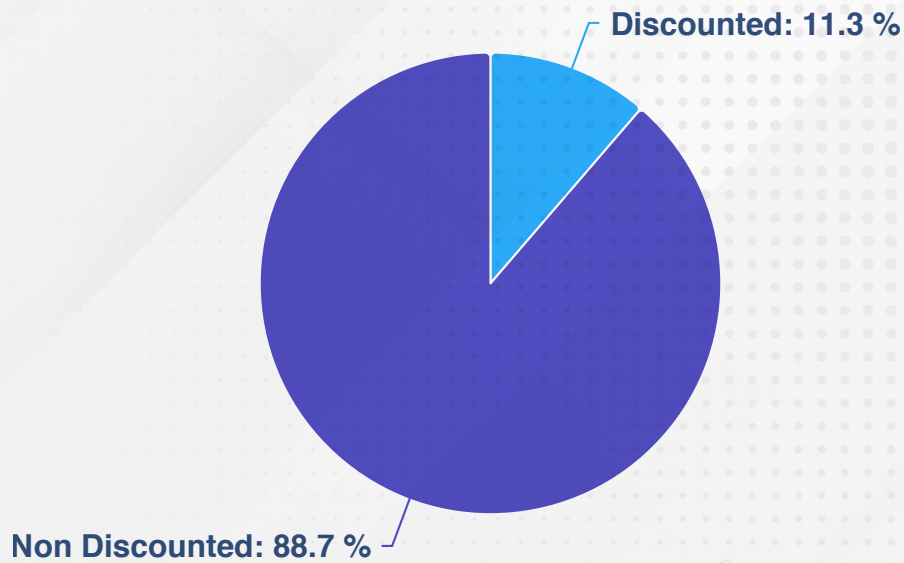
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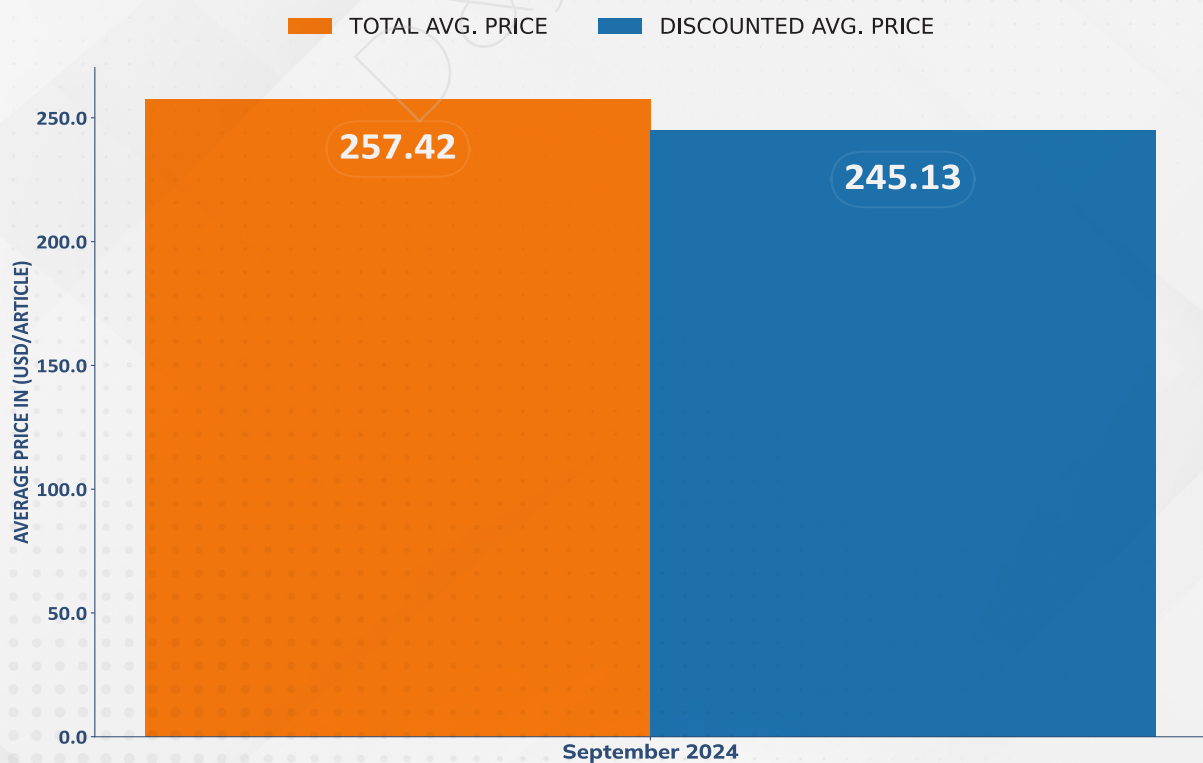
NUMBER OF WOMEN JEANS STYLES OFFERED AND DISCOUNTED

▶ **Total Style: 159** ◀



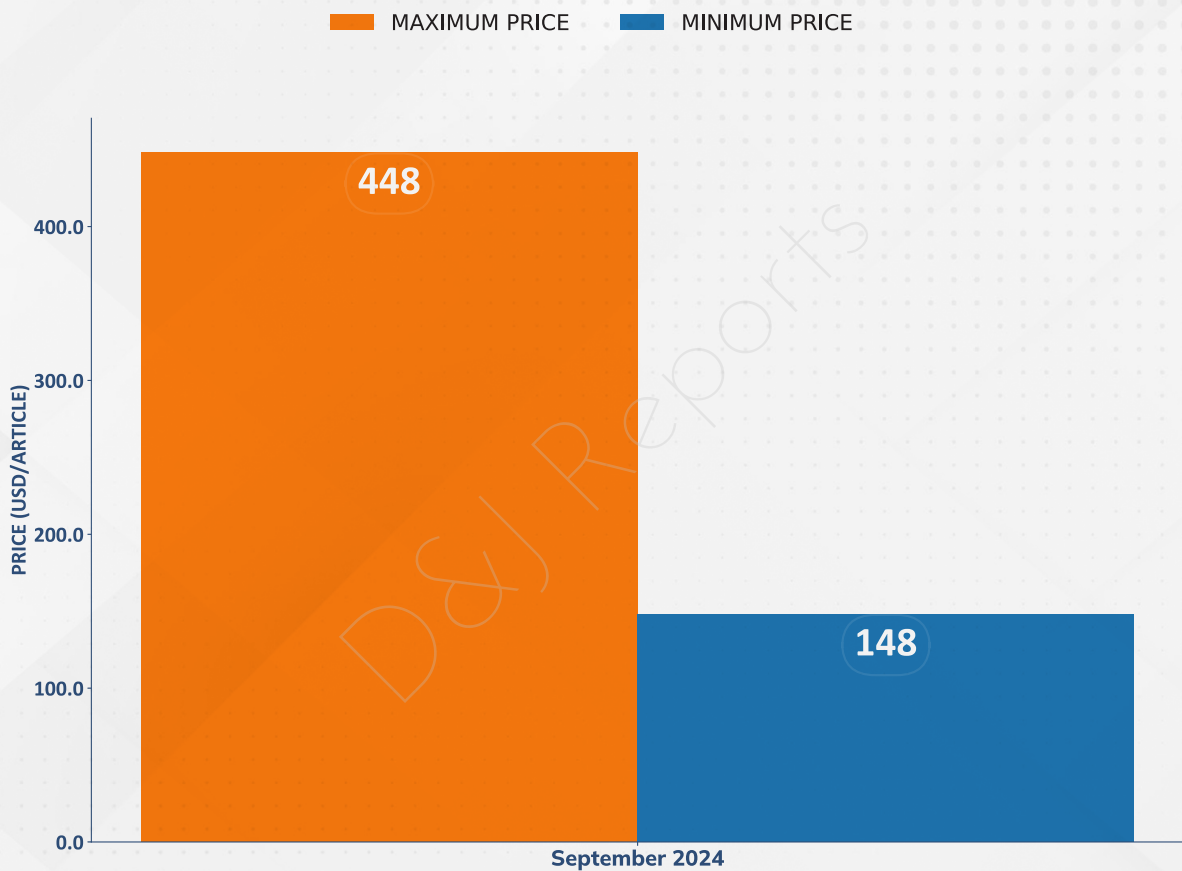
The pie chart shows the **percentage** of **Frame Jeans' women's jeans styles** on discount for the month of **September 2024**.

AVERAGE OF WOMEN'S JEANS STYLES BEFORE AND AFTER DISCOUNT



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

MAXIMUM AND MINIMUM PRICE - WOMEN'S JEANS



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

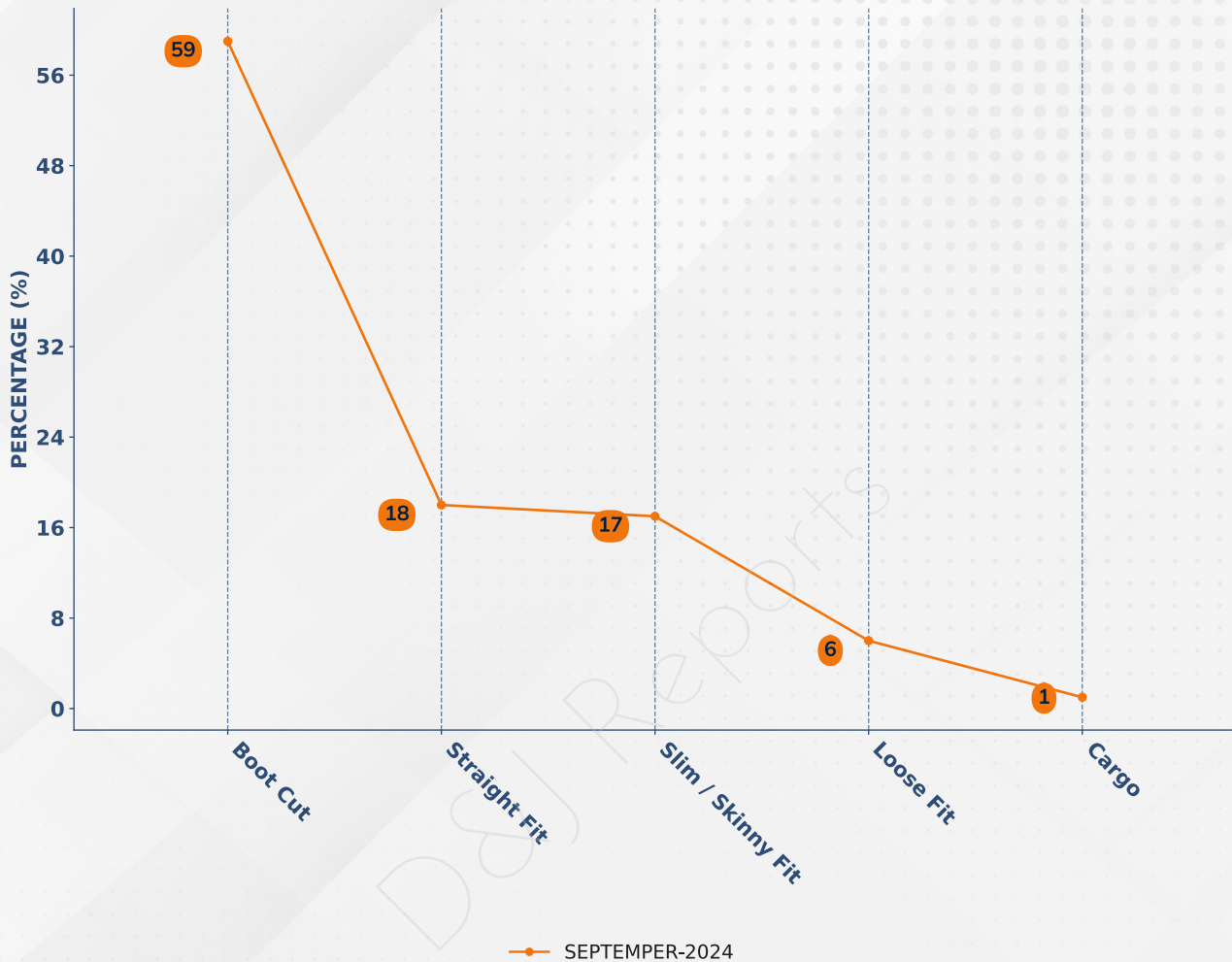
Fabric Compositions In Women's Jeans Styles

Fabric_Composition	No of Products	% of Total Styles
100.0% Cotton	35	22
77.0% Cotton 18.5% Modal 3.5% Elasterell 1.0% Elastane	22	13.8
91.5-94.0% Cotton 5.0-6.0% Polyester 1.0-2.5% Elastane	22	13.8
92.0% Cotton 4.0% Polyester 4.0% Elastane	19	11.9
63.0% Organic Cotton 27.0% Cotton 5.0-5.5% Recycled Polyester 4.5-5.0% Elastane	19	11.9
44.0% Cotton 42.0% Lyocell 13.0% Polyester 1.0% Elastane	14	8.8
98.0-99.0% Cotton 1.0-2.0% Elastane	4	2.5
32.0% Cotton 39.0% Pcw 19.0% Lyocell 5.0% Polyester 5.0% Elastane	3	1.9
77.5% Cotton 14.0% Modal 6.0% Polyester 2.5% Elastane	3	1.9
100.0% Piw	3	1.9

Note: PCW means post consumer waste and PIW means post industrial waste

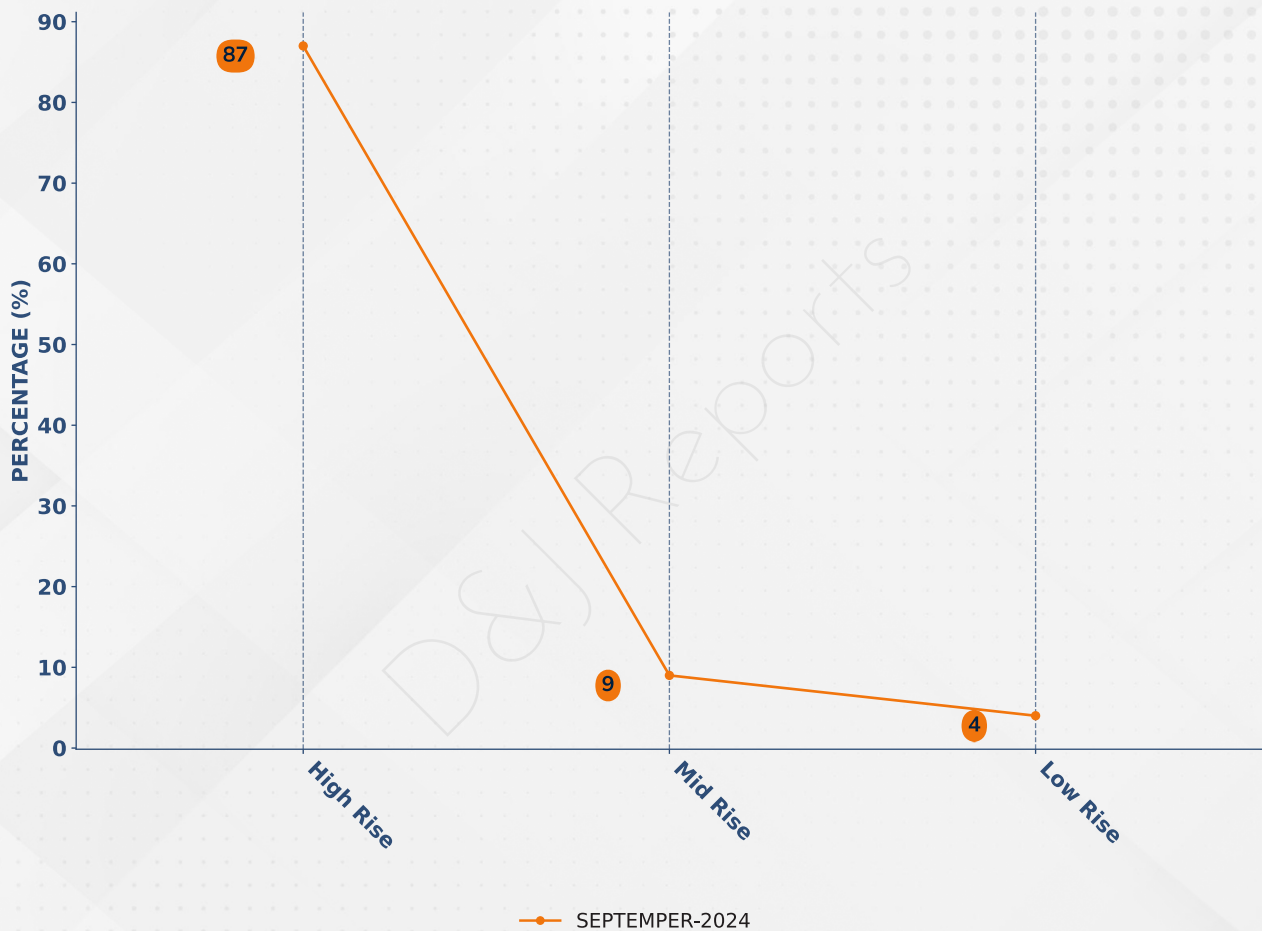
Frame Jeans' product range demonstrates a strong commitment to traditional cotton while also embracing modern, sustainable fabric compositions. The use of **organic** and **recycled fibres**, along with innovative materials like lyocell, indicates a responsive approach to consumer demands for both **quality** and **eco-friendly denim**. As sustainability becomes increasingly important in fashion, **Frame Jeans'** varied **fabric compositions** position them well to cater to evolving market preferences.

FITS % - WOMEN'S JEANS STYLES



The distribution of **fits** in **women's jeans styles** reveals a clear consumer preference for **Boot Cut styles**, which dominate the market with **59%** of the total share. This indicates a strong inclination towards **versatile** and **comfortable** options that suit a variety of occasions. **Straight Fit** follows as the second most popular choice at **18%**, reflecting a steady demand for classic silhouettes. **Slim/Skinny Fit** accounts for **17%**, showcasing its continued relevance despite growing competition from **looser fits**. The **Loose Fit** category holds **6%**, while **Cargo styles** remain niche at just **1%**. This analysis underscores the dominance of **boot cut** and **straight fits**, signalling a potential opportunity for brands to explore more styles that align with consumer preferences for comfort and versatility in their denim offerings.

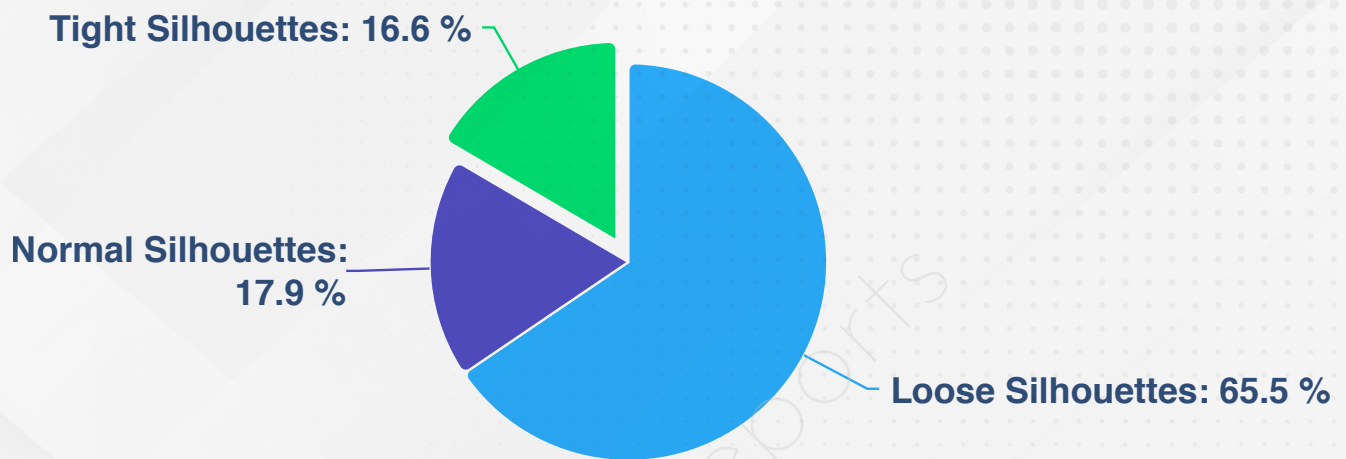
RISE % - WOMEN'S JEANS STYLES



An analysis of the **rises** in **women's jeans styles offered** by Frame Jeans 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

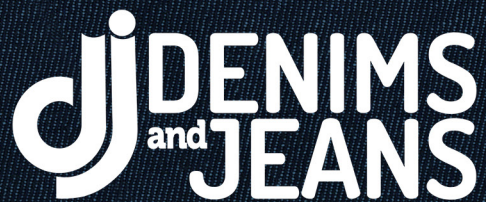
Loose Silhouettes include : Anti Fit , Loose Fit , Boot Cut , Cargo , Jogger , Shrink To Fit , Relaxed Fit

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 **Frame Jeans** in the **USA**, based on **145 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

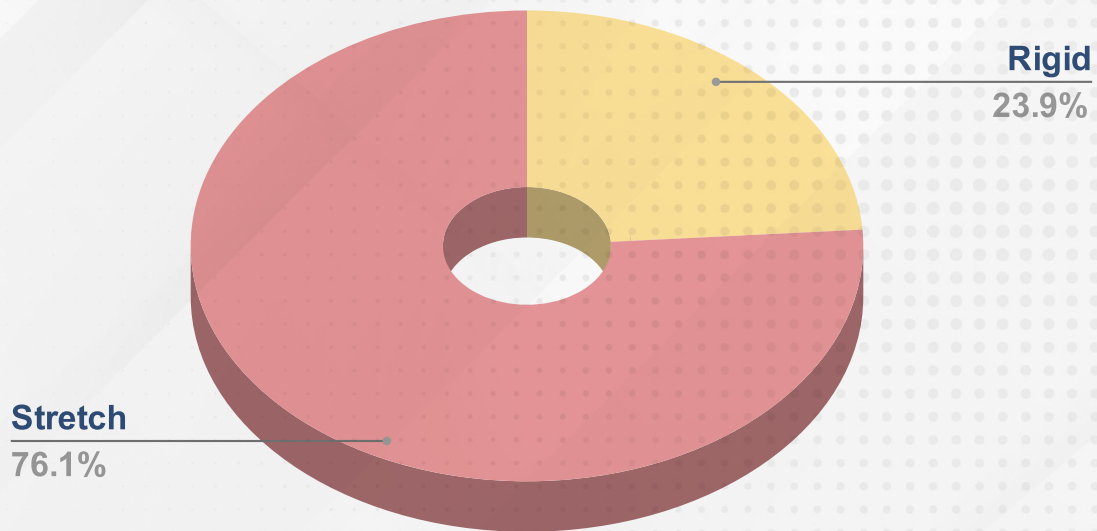
25-26 JUNE
RIVERSIDE PALACE, DIST. 4,
HO CHI MINH, VIETNAM

SAVE THE DATES

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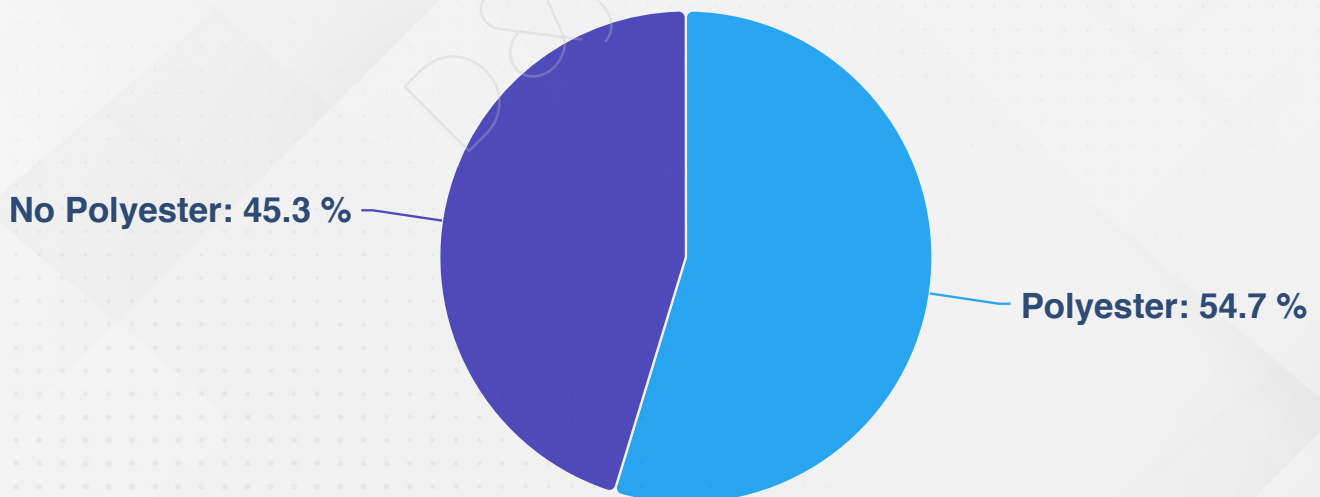
Report Continues ↓

STRETCH VS. RIGID - WOMEN'S JEANS STYLES



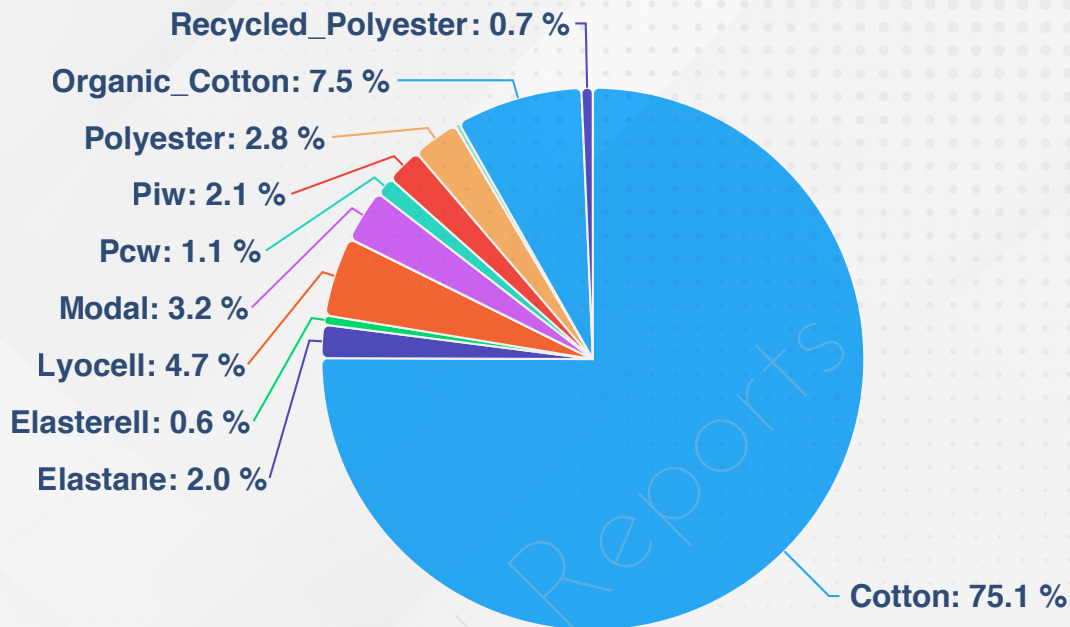
The pie chart illustrates the percentage distribution of women's jeans by fabric stretch (Rigid and Stretch) for Frame Jeans USA in September 2024.

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



The significant incorporation of **polyester** in **54.7%** of **FRAME women's jeans** indicates a strategic shift towards enhancing the durability, elasticity, and overall performance of denim. This trend reflects a consumer preference for practical, versatile clothing that aligns with modern lifestyle needs. While **polyester** offers benefits such as improved shape retention and colorfastness, it is crucial to consider its environmental impact. The continued use of blended fabrics like **polyester** suggests that **FRAME** is effectively adapting to market demands, balancing traditional denim qualities with contemporary material innovations.

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



While the classic **denim fabric** is rooted in **100% cotton**, the modern approach to **denim** production demonstrates a significant shift towards a blend of materials. This trend caters to consumer demand for sustainability and performance, albeit at the cost of traditional **cotton** usage. As the industry adapts, ongoing monitoring of consumer preferences and material innovations will be essential for brands aiming to thrive in this changing landscape.

The brand seems to be using a number of **sustainable fibers** including **Organic Cotton** at about **7.5%** of total fibers, **Pre Industrial** and **post industrial waste fibers**. Also noted were sustainable and fashion fibers **Modal, Lyocell** etc. **Polyester** was seen to be at a **very low %** compared to many other brands.

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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.
CAIRO
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INDIA
14-15 MAY
BANGALORE
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