

# G-STAR - GERMANY MEN JEANS STYLES ANALYSIS SEPTEMBER 2024 (ONLINE RETAIL ONLY)

FREE REPORT BY  
DENIMSANDJEANS R&D TEAM



D & J

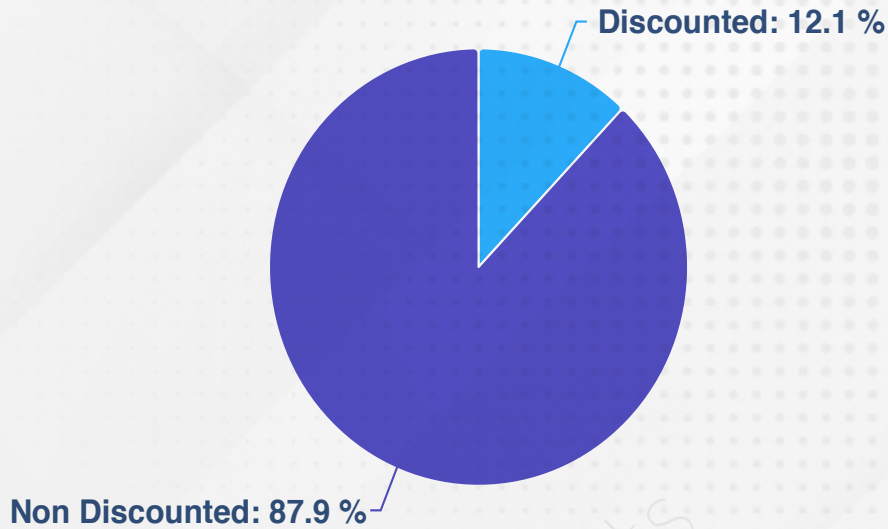
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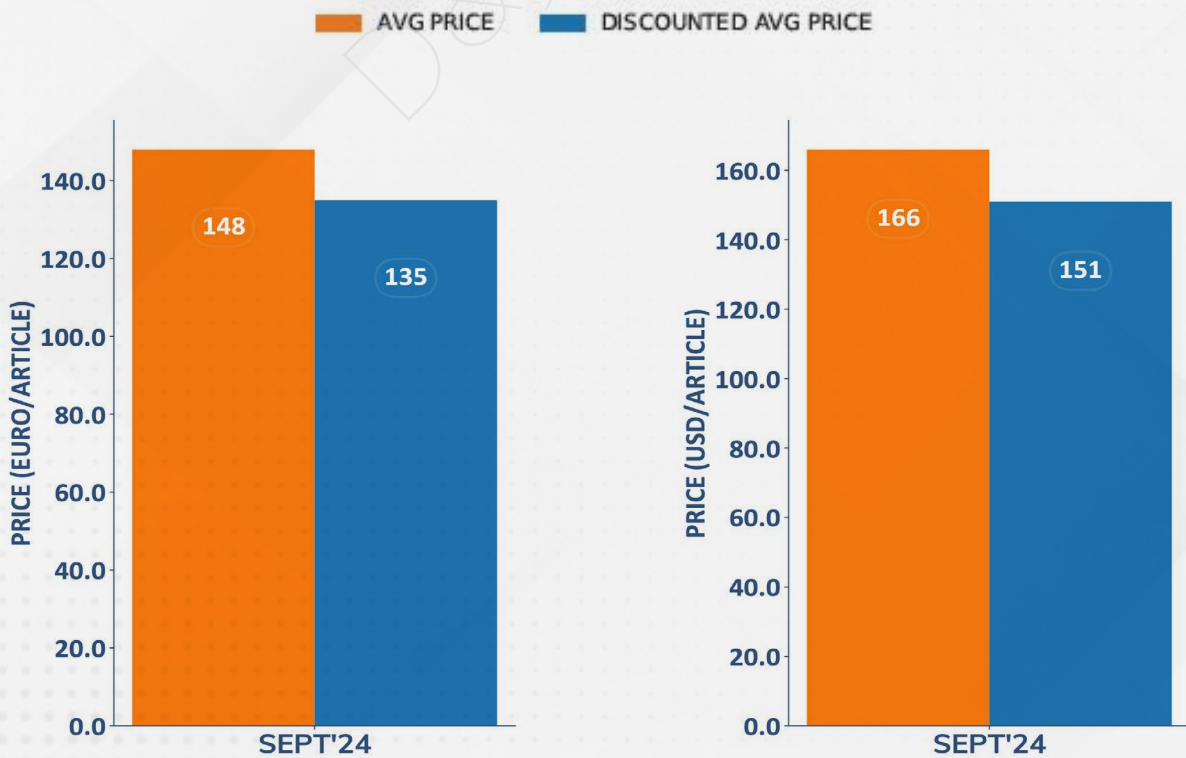
## NUMBER OF MEN'S JEANS STYLES OFFERED AND DISCOUNTED

▶ Total Style: 265 ◀



The pie chart shows the percentage of G-STAR NETHERLANDS Men jeans styles on discount for the month of September 2024.

## AVERAGE PRICE OF MEN'S JEANS STYLES BEFORE AND AFTER DISCOUNT



The accompanying graph illustrates the average price trajectory of G-STAR NETHERLANDS Men Jeans in September 2024, highlighting the impact of discounts on pricing.

## MAXIMUM AND MINIMUM PRICE - MEN'S JEANS STYLES

■ 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 **G-STAR NETHERLANDS** men's jeans in the month of **September 2024**



# Fabric Compositions In Men's Jeans Styles

Fabric_Composition	No of Products	% of Total Styles
100% Cotton	46	17.5
98-99% Cotton 1-2% Elastane	40	15.2
98-99% Cotton 1-2% Lycra	23	8.7
75% Regenerative Cotton 25% PIW	21	8
74% Regenerative Cotton 25% PIW 1% Elastane	14	5.3
99% Organic Cotton 1% Lycra	11	4.2
91% Cotton 7% Elastomultiester 2% T-400	9	3.4

Note: PIW means post industrial waste

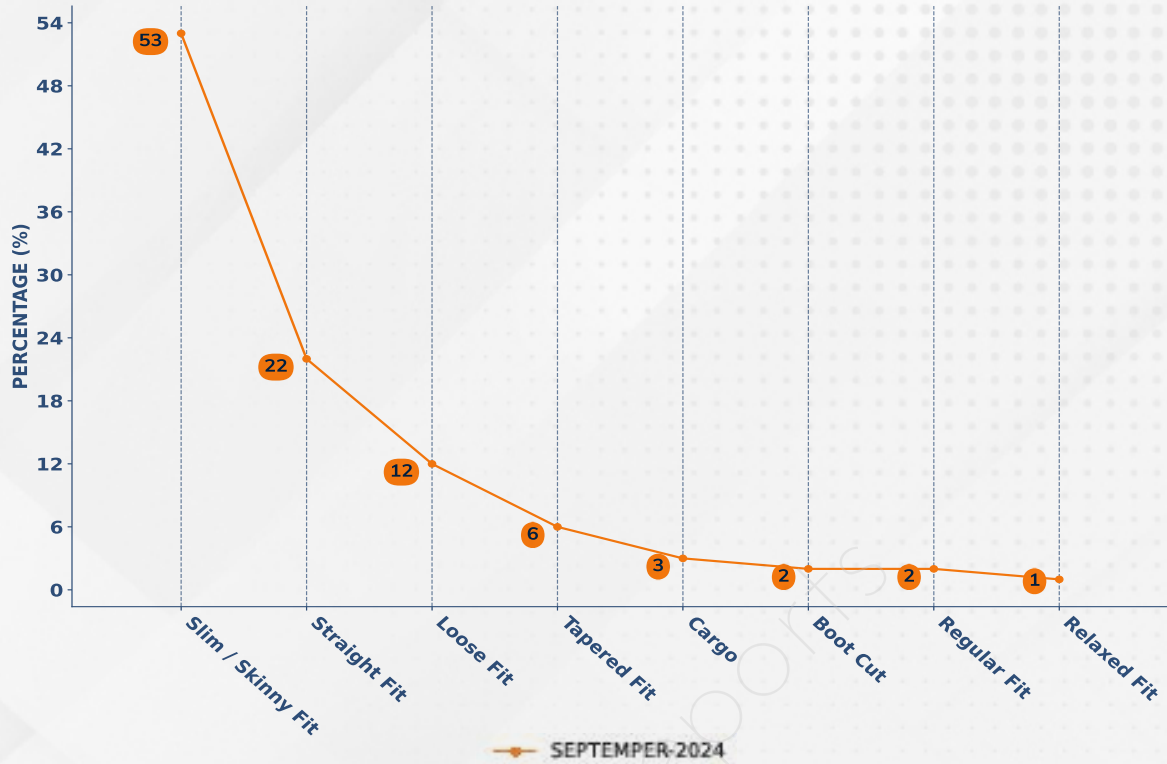
**G-STAR's** men's jeans selection for **September 2024** is led by classic 100% **cotton** styles, which make up 17.5% of the collection. This highlights the brand's commitment to offering authentic denim that resonates with consumers who value traditional denim qualities.

A substantial portion of **G-STAR's** range also includes regenerative cotton and post-industrial waste (**PIW**) blends, such as 75% regenerative cotton with 25% PIW (8.7%), and 74% regenerative cotton combined with 25% PIW and 1% **elastane** (5.3%). These combinations underscore the brand's focus on sustainability, catering to consumers who prioritise eco-friendly materials.

Additional offerings feature modern compositions that enhance comfort and flexibility. Notably, **98-99% cotton with 1-2% elastane** represent 15.2% of the lineup, providing styles with slight stretch for improved fit. Other innovative blends include 91% cotton with **7% elastomultiester and 2% T-400** (3.4%), adding durability and elasticity to meet the needs of active consumers.

Through this diverse composition strategy, **G-STAR** effectively balances traditional and regenerative materials with modern blends, appealing to a wide range of denim preferences while staying aligned with sustainability trends. This approach ensures **G-STAR** remains responsive to evolving consumer expectations for both quality and environmental consciousness in denim.

## FITS % - MEN'S JEANS STYLES



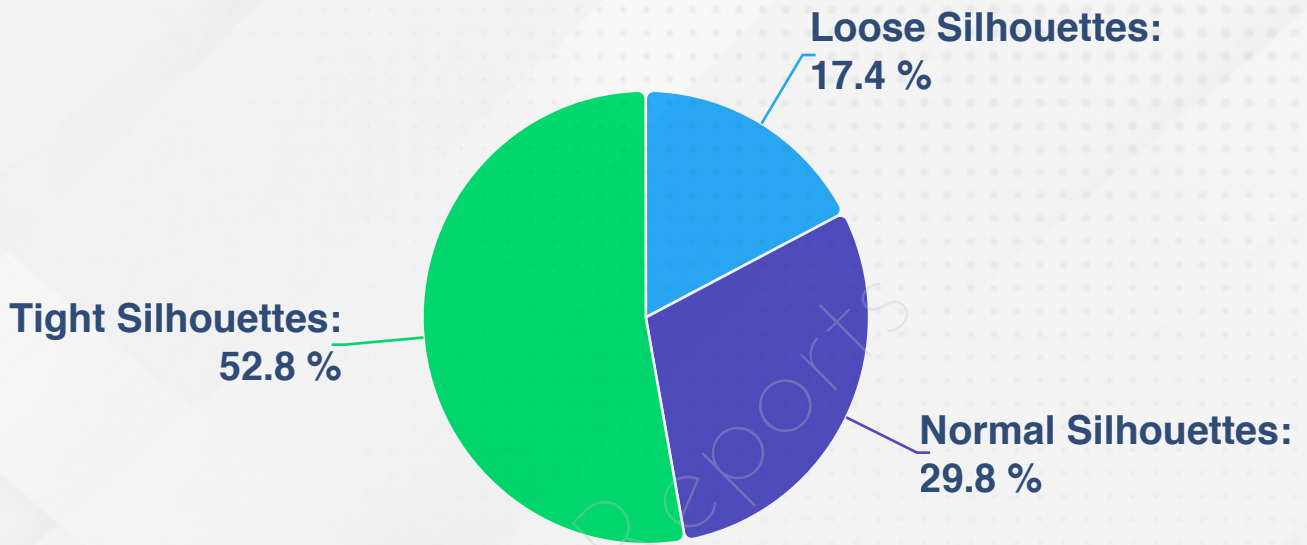
*Note: Fits can often be overlapping. Eg a jean might be tight at the thighs and boot cut at the bottom. We have considered only the one which is the more prominently focused on by the brand without considering overlaps.*

**G-STAR's** men's jeans lineup a **September 2024** shows a strong preference for Slim/Skinny Fit, which leads with 53% of styles. This popularity reflects a dominant trend towards more fitted silhouettes, catering to consumers who favor a sleek and contemporary look.

**Straight Fit** follows at 22%, underscoring continued demand for this classic style known for its versatility and timeless appeal. With a balance between fitted and relaxed, it remains a staple in men's fashion. **Loose Fit**, at 12%, and **Tapered Fit**, at 6%, signal a growing interest in comfortable and functional styles, resonating with those who prioritize ease of movement. **Boot Cut and Regular Fit** each represent 2% of the collection, with **Relaxed Fit** at 1%. These options, while less prominent, add diversity, ensuring that **G-STAR** caters to a range of preferences from fitted to more casual and laid-back silhouettes.



## 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*

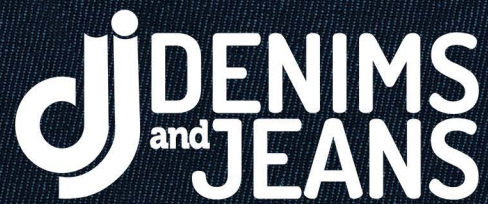
*Normal Silhouettes include : Straight Fit , Tapered Fit , Regular Fit*

*Tight Silhouettes include : Slim / Skinny Fit , Biker Fit , Cigarette Fit*

This section presents the distribution of broad fit orientations for women's jeans at **G-STAR** in **NETHERLANDS**, based on 265 Styles, offering a snapshot of consumer preferences in styles.



# Advertisement



## 2025 SHOW DATES

**EGYPT**  
1<sup>ST</sup> EDITION

**2-3 FEB.**  
IHG CITYSTARS  
CAIRO

**INDIA**  
7<sup>TH</sup> EDITION

**14-15 MAY**  
THE LALIT ASHOK BANGALORE,  
INDIA

**VIETNAM**  
7<sup>TH</sup> EDITION

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

**SAVE THE DATES**

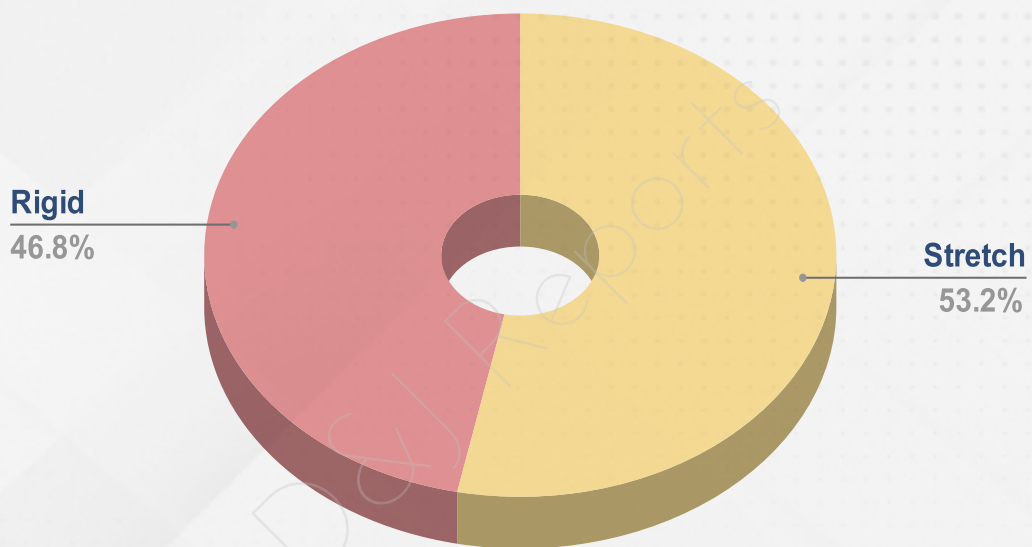
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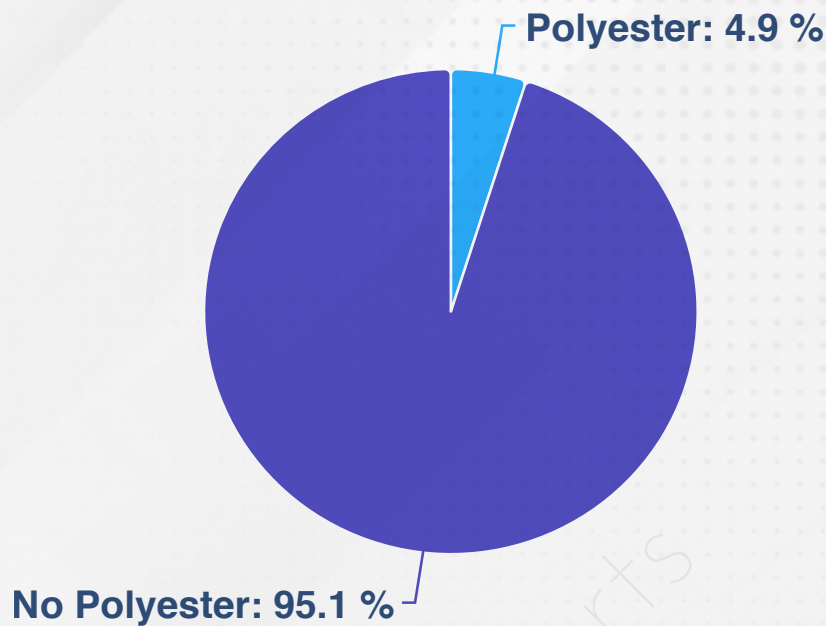
## STRETCH VS RIGID STYLE % OF MEN'S JEANS STYLES



The pie chart illustrates the percentage distribution of men's jeans by fabric stretch (Rigid and Stretch) for **G-STAR NETHERLANDS** in September 2024.



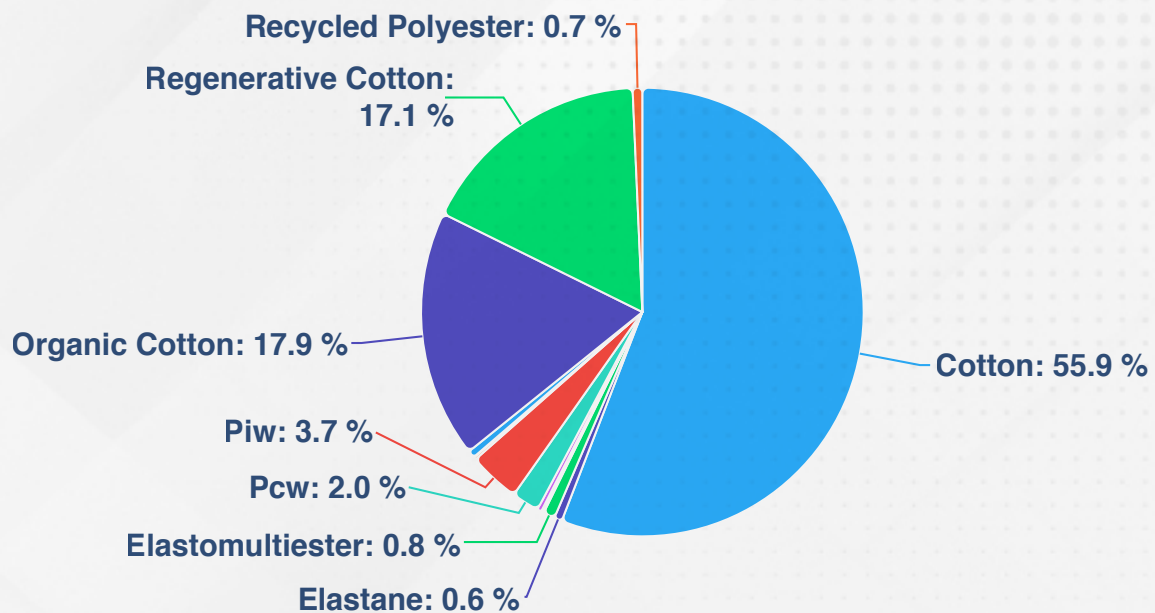
## POLYESTER % BY NO. OF STYLES - MEN'S JEANS STYLES



The analysis of **G-STAR's** men's jeans reveals a limited incorporation of **polyester**, with only 4.9% of styles containing this synthetic fiber. This minimal use of polyester indicates a strong commitment to maintaining traditional fabric compositions, primarily relying on natural fibers like cotton, which aligns with the preferences of consumers who prioritize authenticity and durability in their denim.

Conversely, 95.1% of styles are **non-polyester**, underscoring **G-STAR's** dedication to offering jeans that retain the classic look and feel of pure denim. This approach appeals to consumers seeking traditional, rugged denim with minimal synthetic additives. By focusing largely on natural fibers, **G-STAR** reinforces its reputation for producing quality denim that caters to those who favor a timeless and environmentally conscious approach to fashion.

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



NOTE: PIW is Post-Industrial Waste Cotton and PCW is Post-Consumer Waste Cotton

**G-STAR** men's jeans demonstrate a sustainable approach to fabric composition, with inclusion of recycled and organic fibers like regenerative cotton[17.1%], organic cotton[17.9%], post-industrial waste cotton[3.7%], post-consumer waste cotton[2.0] and recycled polyester[0.7%] , which makes up 41.4% of the materials, showcases the brand's efforts to make sustainable solutions for its products.

There are other materials too being used by the brand including elastane, elastomultiester and tencel for making proper blends for comfortable, durable and elastic denim fabric.



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# Thanks



Team Denimsandjeans



**DJ DENIMS  
and JEANS**  
**UPCOMING  
SHOWS**

**2025**

**EGYPT**  
**2-3 FEB.**  
CAIRO  
#egyptshow

**INDIA**  
**14-15 MAY**  
BANGALORE  
#indshow

**VIETNAM**  
**25-26 JUNE**  
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