



GAS JEANS - INDIA
MEN JEANS STYLES
ANALYSIS SEPTEMBER 2024
(ONLINE RETAIL ONLY)

FREE REPORT BY
DENIMSANDJEANS R&D TEAM



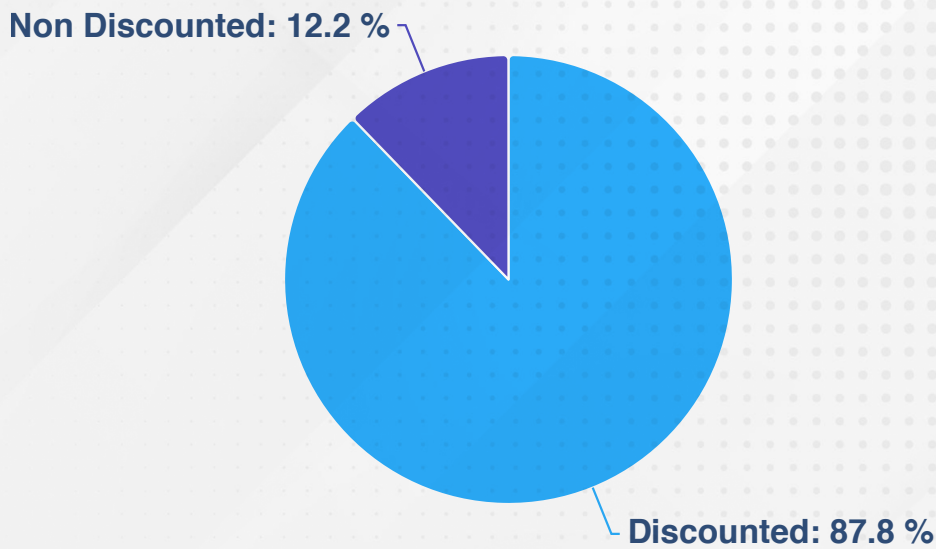
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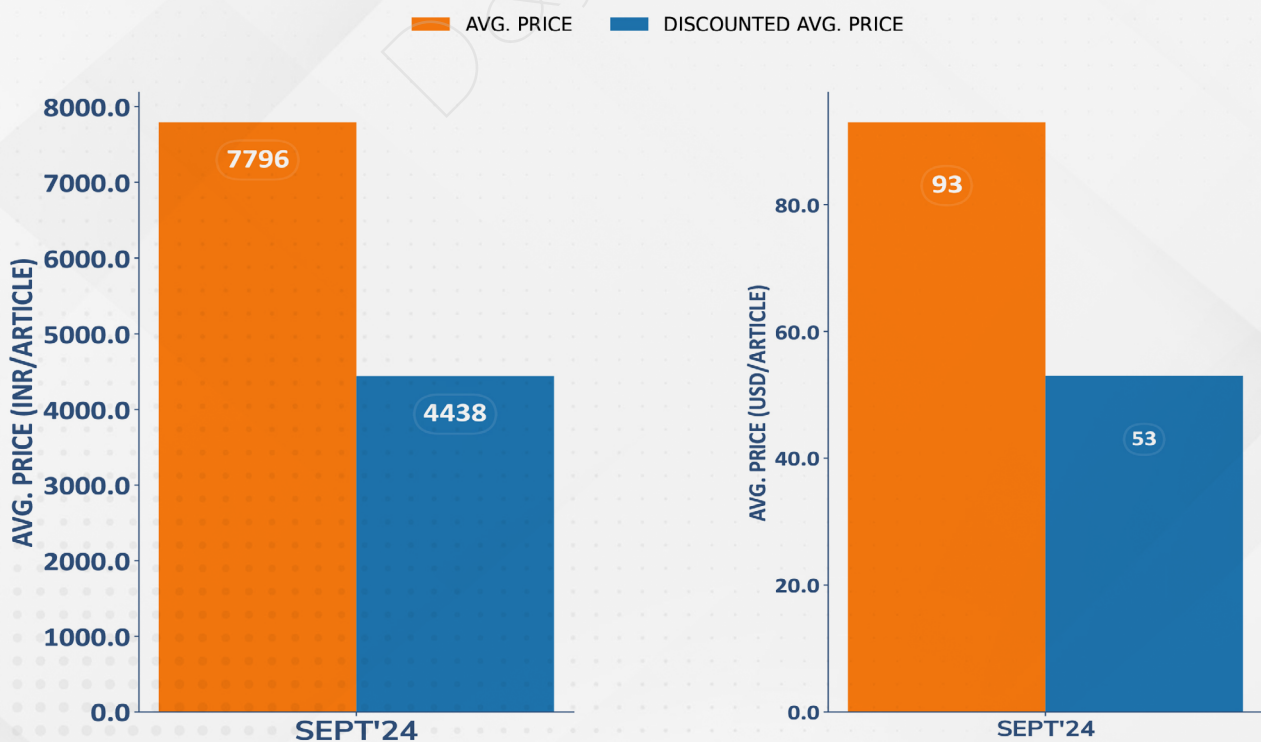
NUMBER OF MEN'S JEANS STYLES OFFERED AND DISCOUNTED

▶ Total Style: 286 ◀



The pie chart shows the percentage of GAS JEANS' Men's jeans styles on discount for the month of September 2024.

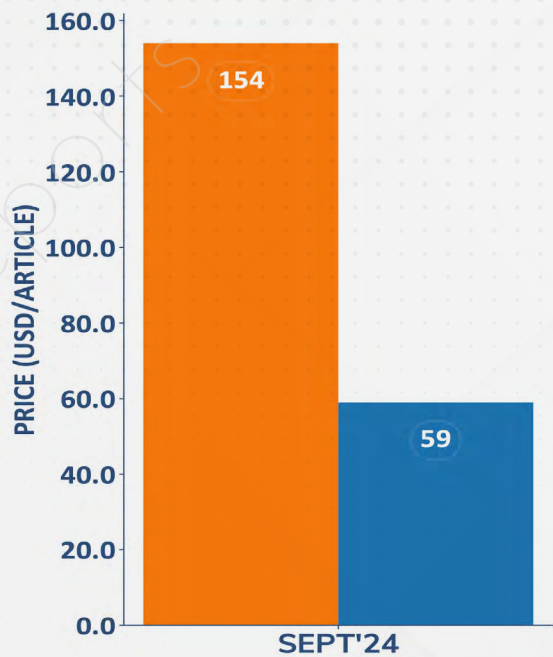
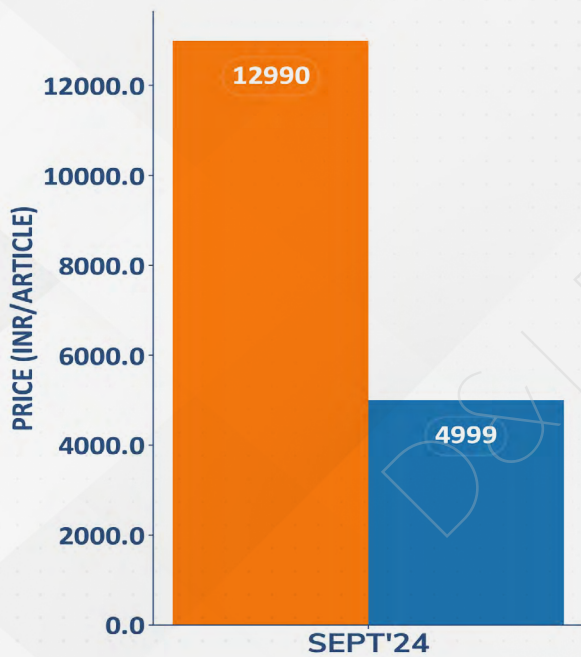
AVERAGE PRICE [INR] & [USD] OF MEN'S JEANS STYLES BEFORE AND AFTER DISCOUNT



The accompanying graph illustrates the average price trajectory of GAS JEANS' Men's jeans in September 2024, highlighting the impact of discounts on pricing.

MAXIMUM AND MINIMUM PRICE [INR] & [USD] - MEN'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 **GAS JEANS' Men's jeans** in the **month of September 2024**.

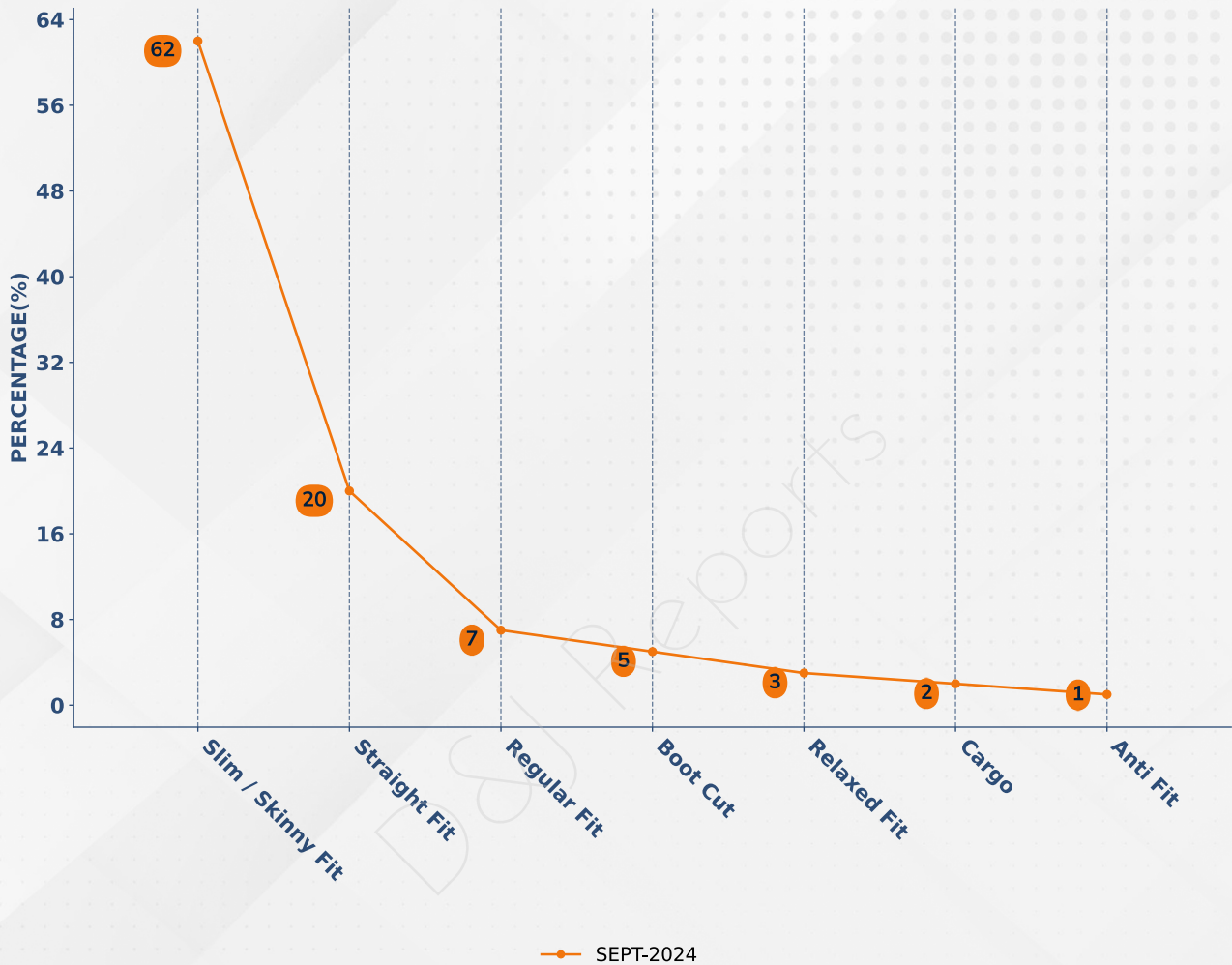
Fabric Compositions In Men's Jeans Styles

Fabric_Composition	No of Products	% of Total Styles
98-99% Cotton 1-2% Elastane	125	53
80.0% Cotton 18.0% Polyester 2.0% Elastane	8	3
100.0% Cotton	7	3
92.0% Cotton 6.0% T-400 2.0% Elastane	6	3
90-92% Cotton 6.0% Polyester 2-4% Elastane	6	2
82-85% Cotton 13-17% Polyester 1-2% Elastane	6	2
79-81% Cotton 17-19% Polyester 2% Elastane	6	2
92.0% Cotton 6.0% Polyester 2.0% Elastane	5	2
85.24% Cotton 13.23% Polyester 1.53% Elastane	4	2
73.0% Cotton 20.0% Polyester 5.0% Elastomultiester 2.0% Elastane	4	2
73.0% Cotton 20.0% Polyester 5.0% Elastane 2.0% Coolmax	3	1
55.0% Lyocell 36.5% Cotton 6.0% T-400 2.5% Lycra	3	1

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

GAS JEANS' product range demonstrates the **brand** is embracing modern **fabric compositions** by the use of **Polyester** along with Elastane. This indicates a responsive approach to consumer demands for both **quality** and **comfort denim**. As **comfort** and **durability** becomes increasingly important in fashion, **GAS Jeans'** varied **fabric compositions** position them well to cater to evolving market preferences. However, the most prominent composition remains **98-99% cotton** with **1-2% elastane** while the balance compositions are quite experimental and shows the dominance of **polyester** in most other styles.

FITS % - MEN'S JEANS STYLES

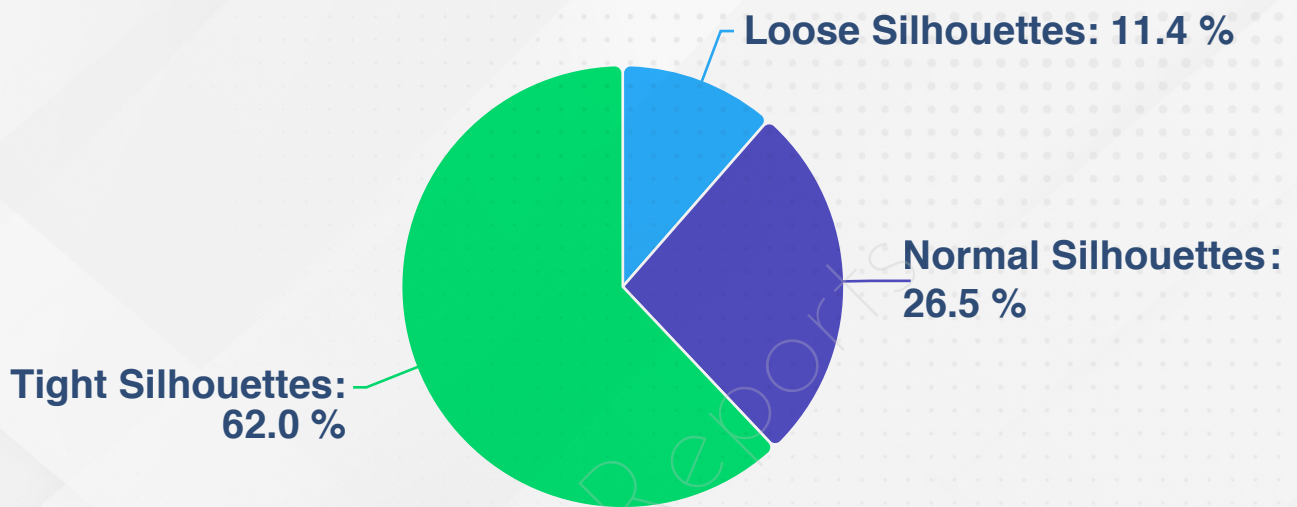


Note: Fits can often be overlapping. Eg a jean might be tight at the thighs and boot cut at the bottom. We have considered only the one which is the more prominently focused on by the brand without considering overlaps.

The distribution of **fits** in **Men's jeans styles** reveals a clear consumer preference for **Slim/Skinny Fit**, which dominates the **fits** with **62%** of the **total styles**. This reflects a strong inclination towards more **fitted silhouettes**, catering to consumers who prefer a sleek and modern look. **Straight Fit** comes in second at **20%**, indicating a significant demand for this **versatile fit**, known for its balance between **comfort** and **style**.



BROAD FIT ORIENTATION - MEN'S JEANS STYLES



Note : Classification used for broad silhouettes

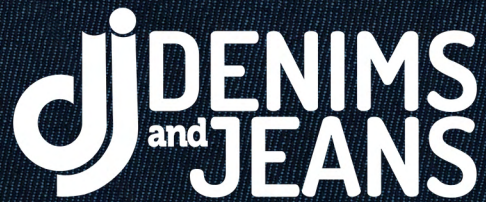
Loose Silhouettes include : Anti Fit , Loose Fit , Boot Cut , Cargo , Jogger , Shrink To Fit , Relaxed Fit

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 **GAS Jeans** in **INDIA**, based on **245 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

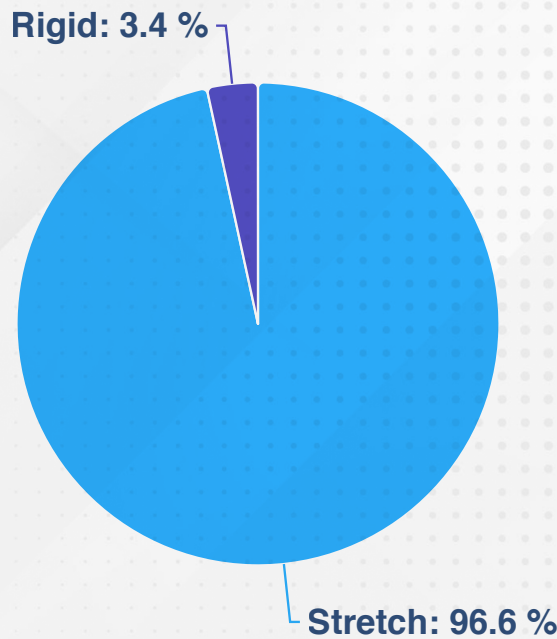
25-26 JUNE
RIVERSIDE PALACE, DIST. 4,
HO CHI MINH, VIETNAM

SAVE THE DATES

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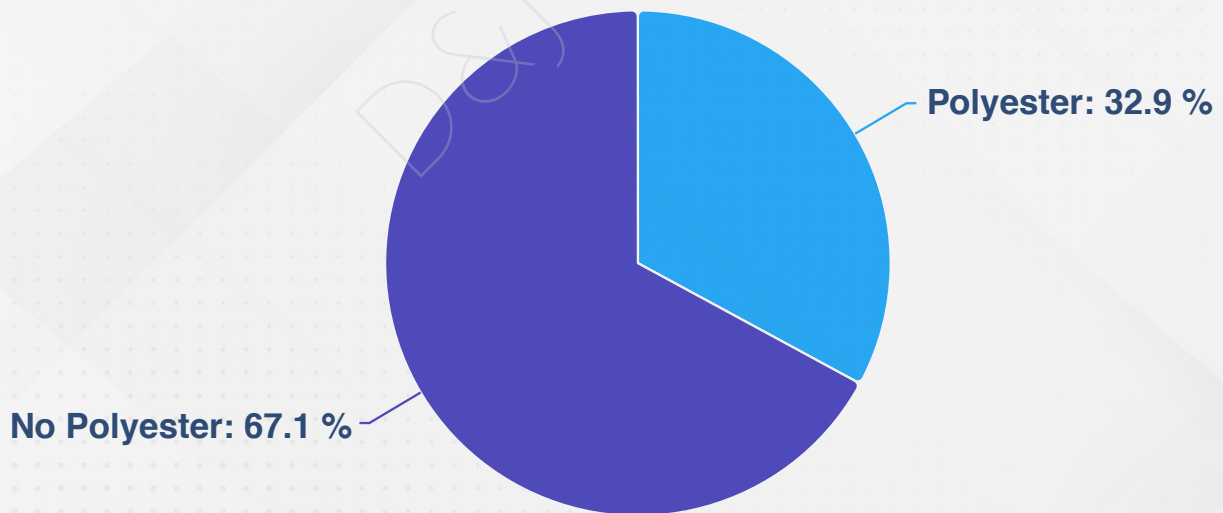
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STRETCH VS RIGID STYLE % OF MEN'S JEANS STYLES



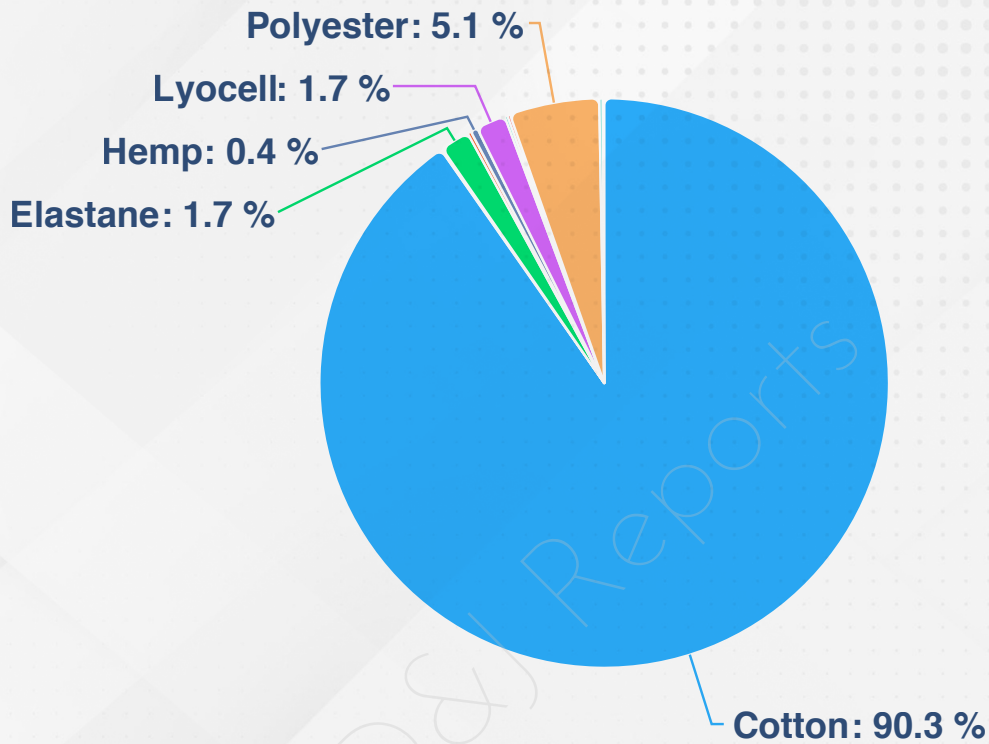
The **pie chart** illustrates the **percentage** distribution of **Men's jeans** by **fabric stretch** (**Rigid** and **Stretch**) for **GAS Jeans INDIA** in **September 2024**.

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



The **pie chart** illustrates the proportion of **polyester** usage in **Men's jeans styles** for the **GAS brand** in **India** for the **month** of **September 2024**. It is divided into two distinct segments: the first, representing **styles** that contain **polyester**, accounts for **32.9%** of the total, while the second, representing **styles** without **polyester**, makes up **67.1%**. The **chart highlights** the significant difference between the **number of styles** incorporating **polyester** versus those that do not. The title provides clarity by specifying the geographical focus (**India**), the product category (**Men's jeans**), and the **material** in question (**polyester**), offering a clear snapshot of the fabric distribution within the **GAS brand's jeans styles** during this period.

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



The **pie chart** presents the **average percentage** composition of materials used by weight in **Men's jeans** (considering all styles but not volumes) for the **GAS brand** in **India online** sales, during **September 2024**. The chart is divided into four segments, with the largest portion dedicated to cotton, which constitutes **90.3%** of the **total material weight**. The remaining **materials** are **Polyester: 5.1%**, **Lyocell: 1.7%**, **Elastane: 1.7%**.

The **chart** highlights **rising** use of **synthetic** and **semi-synthetic fibers** such as **polyester**, **lyocell**, and elastane contributing to the rest. **Cotton**, of course, remains the most common **fiber** as expected but increased **reliance** on other **fibers** specially **polyester** is noted.

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Team Denimsandjeans



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**UPCOMING
SHOWS**

2025

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INDIA
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