

GUESS USA

WOMEN JEANS STYLES

ANALYSIS JULY 2024

(ONLINE RETAIL ONLY)

FREE REPORT BY
DENIMSANDJEANS R&D TEAM



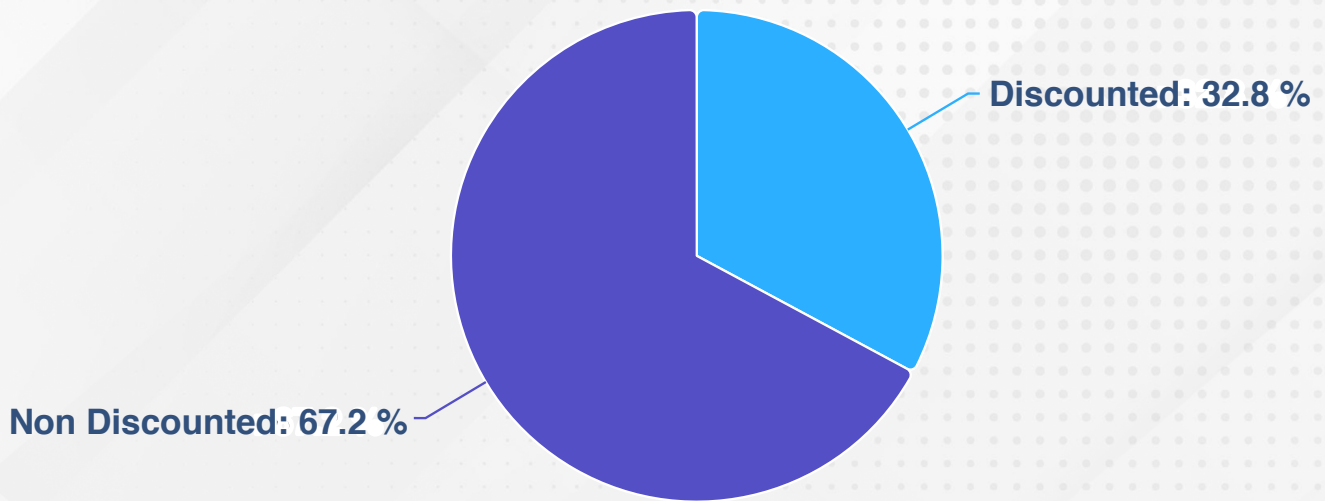
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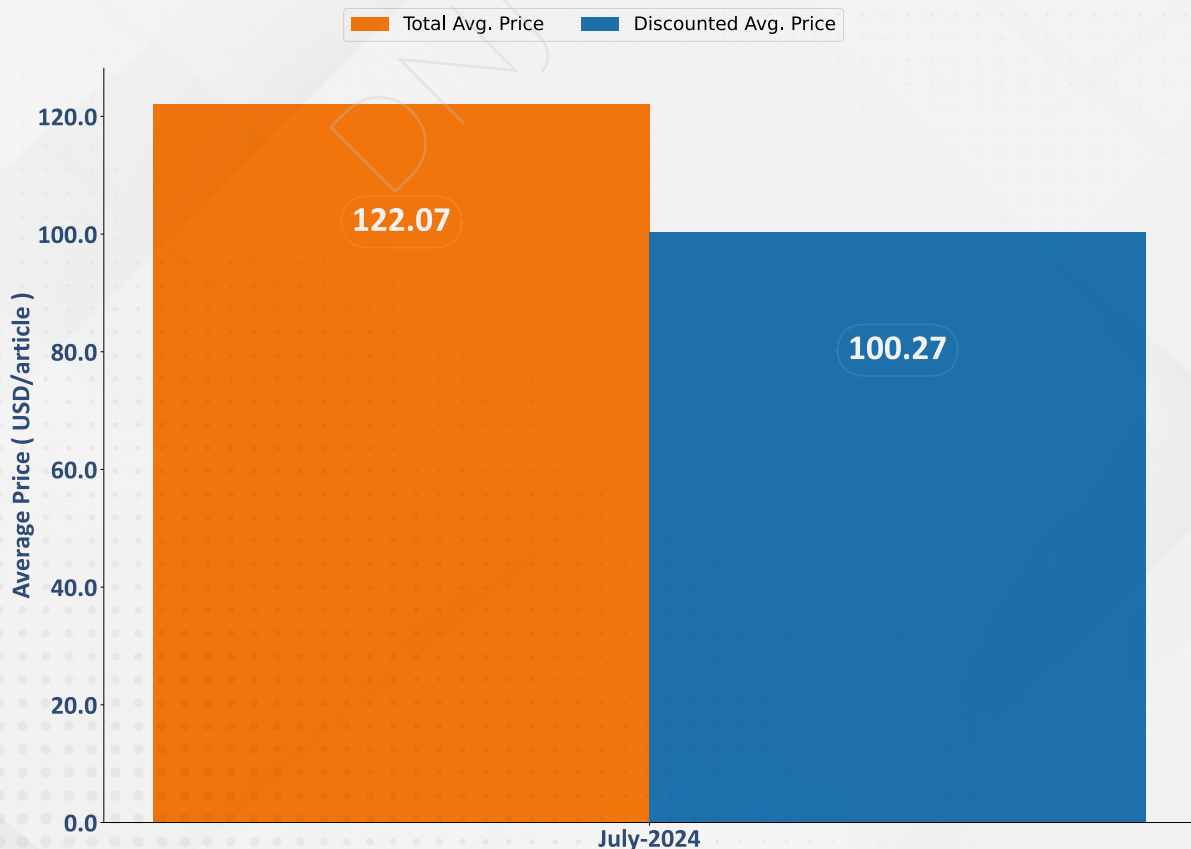
NUMBER OF WOMEN JEANS STYLES OFFERED AND DISCOUNTED

▶ **Total Style: 134** ◀



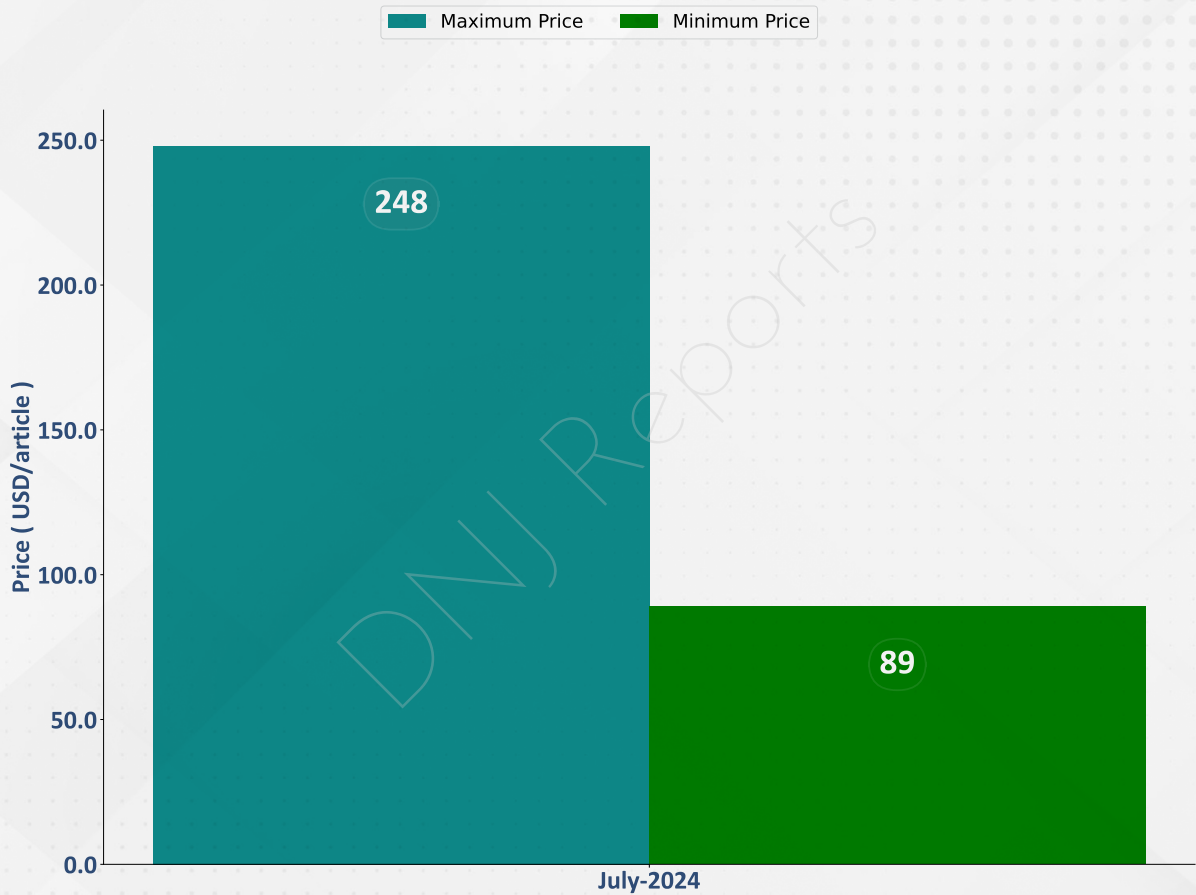
The pie chart shows the percentage of Guess women's jeans styles on discount for the month of July 2024.

AVERAGE OF WOMEN'S JEANS STYLES BEFORE AND AFTER DISCOUNT



The accompanying graph illustrates the average price trajectory of Guess women's jeans in July 2024, highlighting the impact of discounts on pricing.

MAXIMUM AND MINIMUM PRICE - WOMEN'S JEANS



The graph highlights the maximum and minimum prices for Guess women's jeans in the month of July 2024.

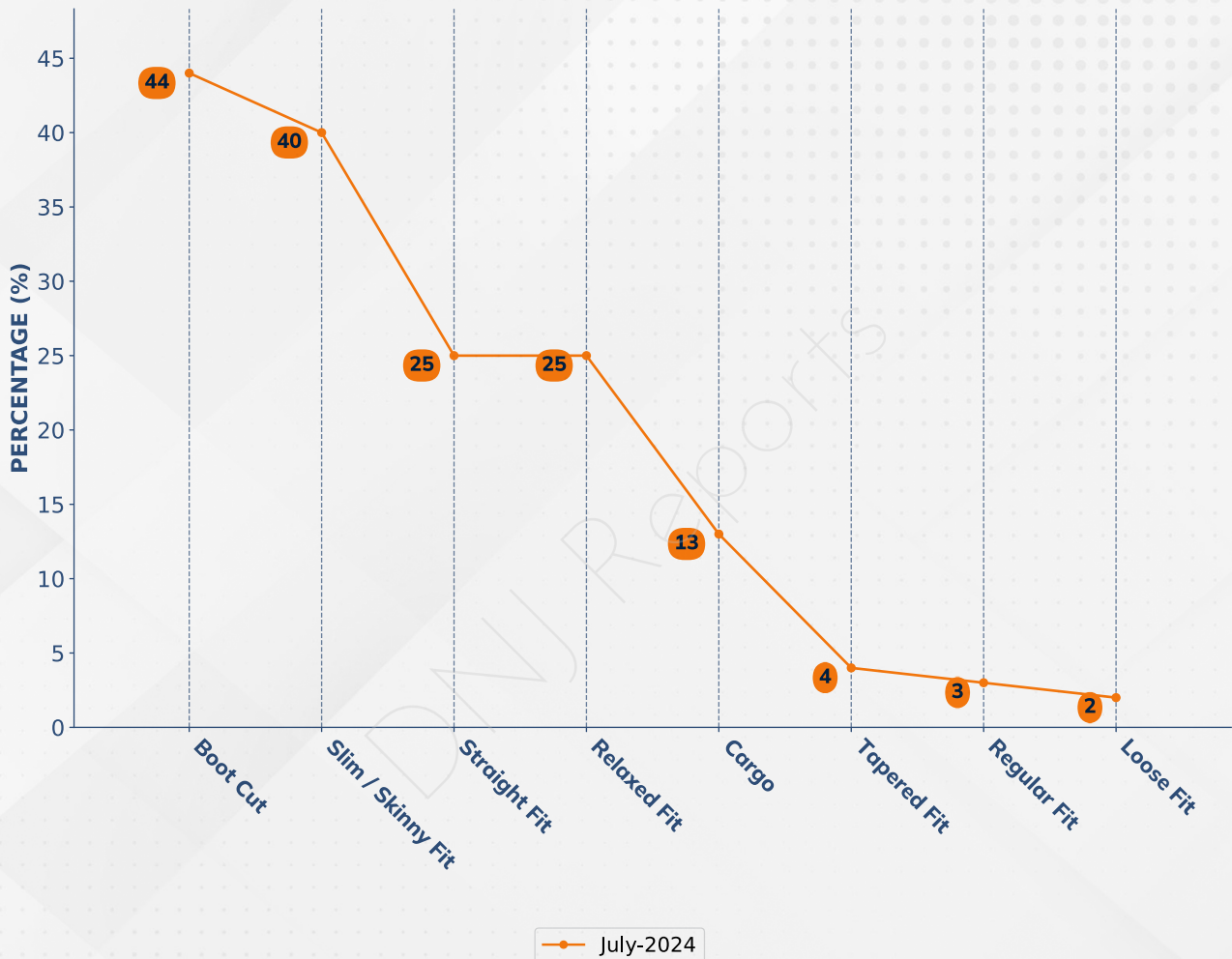
Fabric Compositions In Women's Jeans Styles

Fabric_Composition	No of Products	% of Total Styles
100.0% Cotton	20	15.0
99.0% Cotton 1.0% Elastane	12	9.0
77.0% Cotton 22.0% Tencel 1.0% Elastane	9	6.8
98.0% Cotton 2.0% Elastane	8	6.0
80.0% Cotton 20.0% Piw	6	4.5
79.0% Cotton 20.0% Piw (Post Industrial Waste) 1.0% Elastane	6	4.5
80.0% Cotton 18.0% Repreve 2.0% Elastane	4	3.0
77.0% Cotton 22.0% Piw (Post Industrial Waste) 1.0% Elastane	4	3.0
58.0% Cotton 42.0% Tencel	3	2.3
52.0% Cotton 46.0% Tencel 2.0% Elastane	3	2.3
70.0% Tencel 30.0% Cotton	3	2.3
73.0% Cotton 25.0% Piw (Post Industrial Waste) 2.0% Elastane	3	2.3
78.0% Cotton 20.0% Piw (Post Industrial Waste) 2.0% Elastane	3	2.3
77.0% Cotton 13.0% Tencel 6.0% Polyester 2.0% Elastomultiester 2.0% Elasterell	3	2.3
74.0% Cotton 23.0% Repreve 3.0% Elastane	3	2.3
78.0% Cotton 20.0% Organic_cotton 2.0% Elastane	2	1.5
78.0% Cotton 20.0% Repreve 2.0% Elastane	2	1.5
63.0% Lyocell 30.0% Cotton 5.0% Polyester 2.0% Elastane	2	1.5
72.0% Cotton 20.0% Piw (Post Industrial Waste) 6.0% Elastomultiester 2.0% Elasterell	2	1.5
65.0% Cotton 27.0% Organic_cotton 6.0% Elastomultiester 2.0% Elasterell	2	1.5
43.0% Cotton 41.0% Tencel 15.0% Repreve 1.0% Elastane	2	1.5
70.0% Cotton 27.0% Polyester 3.0% Elastane	2	1.5
82.0% Tencel 18.0% Cotton	2	1.5
100.0% Tencel	2	1.5
48.0% Cotton 45.0% Tencel 5.0% Elastomultiester 2.0% Elasterell	2	1.5
71.0% Cotton 20.0% Piw (Post Industrial Waste) 5.0% Polyester 4.0% Elastane	1	0.8
79.0% Cotton 15.0% Piw (Post Industrial Waste) 5.0% Recycled_polyester 1.0% Elastane	1	0.8
84.0% Cotton 12.0% Piw (Post Industrial Waste) 3.0% Elastomultiester 1.0% Elasterell	1	0.8

Fabric_Composition	No of Products	% of Total Styles
61.0% Cotton 39.0% Tencel	1	0.8
40.0% Lyocell 26.0% Cotton 15.0% Polyester 14.0% Modal 5.0% Elastane	1	0.8
92.0% Cotton 6.0% Elastomultiester 2.0% Elasterell	1	0.8
87.0% Cotton 9.0% Polyester 4.0% Elastane	1	0.8
79.0% Cotton 19.0% Recycled_polyester 2.0% Elastane	1	0.8
50.0% Organic_cotton 50.0% Cotton	1	0.8
73.0% Cotton 20.0% Piw 6.0% Recycled_polyester 1.0% Elastane	1	0.8
81.0% Piw 17.0% Recycled_polyester 2.0% Elastane	1	0.8
93.0% Cotton 5.0% Elastomultiester 2.0% Elastane	1	0.8
48.0% Cotton 45.0% Lyocell 5.0% Elasterell 2.0% Elastane	1	0.8
50.0% Cotton 20.0% Piw 12.0% Hemp 12.0% Tencel 5.0% Polyester 1.0% Elastane	1	0.8
69.0% Organic_cotton 14.0% Tencel 14.0% Polyester 3.0% Elastane	1	0.8
68.0% Cotton 29.0% Polyester 3.0% Elastane	1	0.8
73.0% Cotton 20.0% Piw 6.0% Polyester 1.0% Elastane	1	0.8
68.0% Cotton 28.0% Polyester 3.0% Rayon 1.0% Elastane	1	0.8
86.0% Nylon 14.0% Elastane	1	0.8
52.0% Cotton 25.0% Organic_cotton 12.0% Tencel 5.0% Hemp 5.0% Piw 1.0% Elastane	1	0.8
58.0% Cotton 28.0% Tencel 8.0% Organic_cotton 6.0% Piw	1	0.8
92.0% Cotton 6.0% Polyester 2.0% Elastane	1	0.8
54.0% Tencel 26.0% Cotton 15.0% Polyester 5.0% Elastane	1	0.8

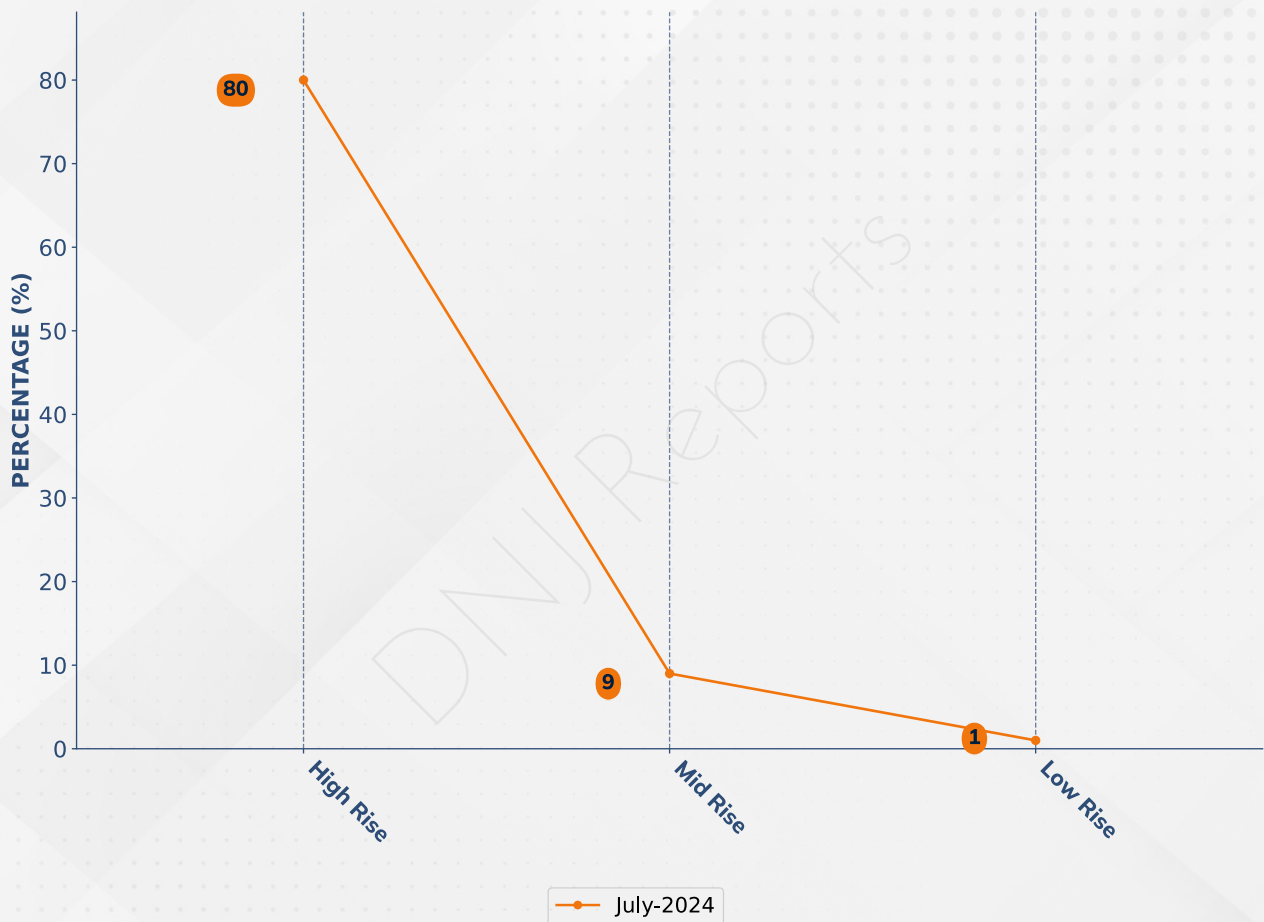
An analysis of the **fabric composition** of **Guess women's jeans** in **July 2024** reveals valuable information about the **materials** used. The data indicates that '**100% Cotton**' remains the dominant composition, maintaining a significant share of **24%** throughout the **month**. This data is displayed from **178 styles** out of **183** which were having descriptions present.

FITS % - WOMEN'S JEANS STYLES



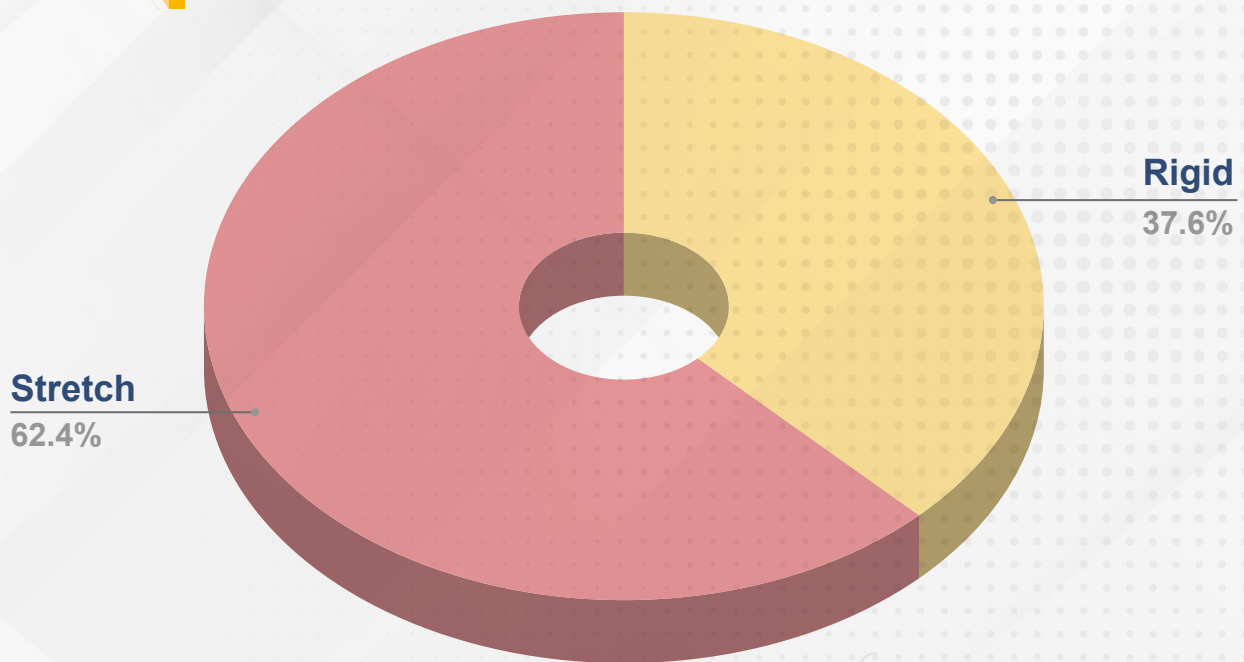
The data on **women's jeans fits** from **Guess USA** for **July 2024** provides valuable insights into evolving consumer preferences for various styles. It's important to acknowledge that **fit categories** can be overlapping, as a single style can combine multiple features (e.g., **slim fit** at the **top**, flared at the **bottom**, and **high rise**).

RISE % - WOMEN'S JEANS STYLES



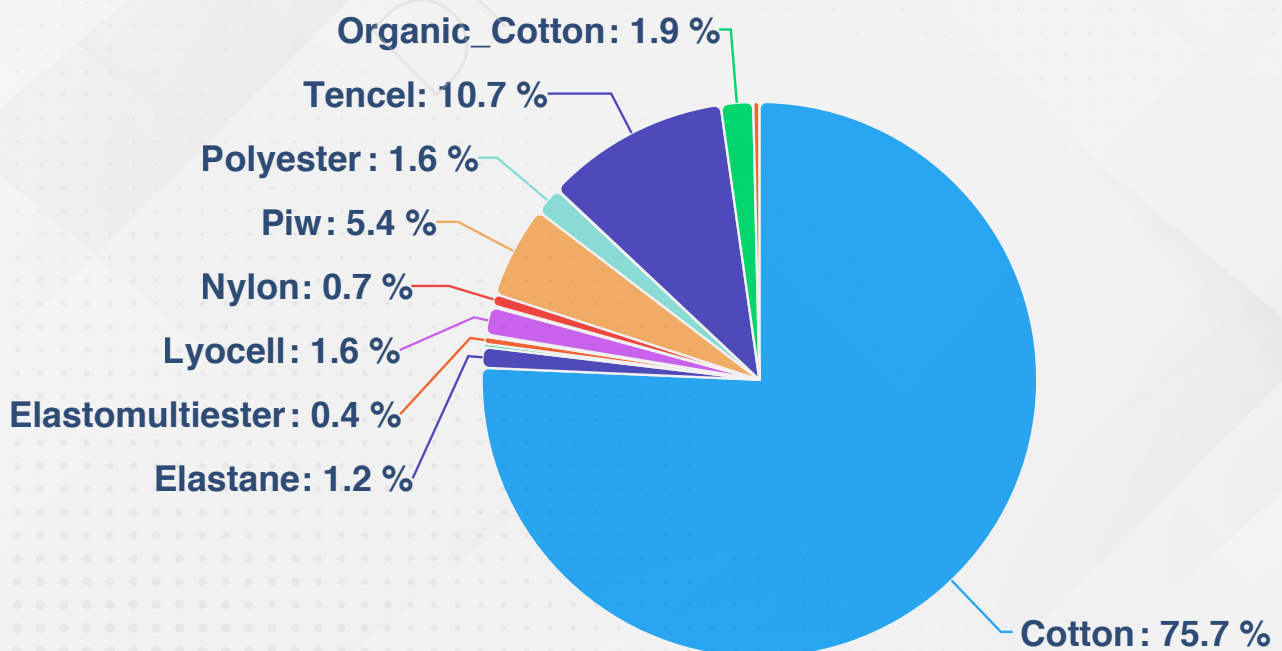
An analysis of the rises in women's jeans styles offered by Guess in July 2024 reveals that **High Rise** is the dominant trend, aligning with the latest denim market preferences.

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 Guess USA in July 2024.

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



This pie chart presents a breakdown of the average material composition across various styles, revealing that cotton is the predominant material, averaging 75.7% across all styles.

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In case of interest, please contact us at

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Thanks

Team Denimsandjeans

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FEBRUARY 2025

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