



**JACK AND JONES - UK
MEN JEANS STYLES
ANALYSIS SEPTEMBER 2024**
(ONLINE RETAIL ONLY)

**FREE REPORT BY
DENIMSANDJEANS R&D TEAM**



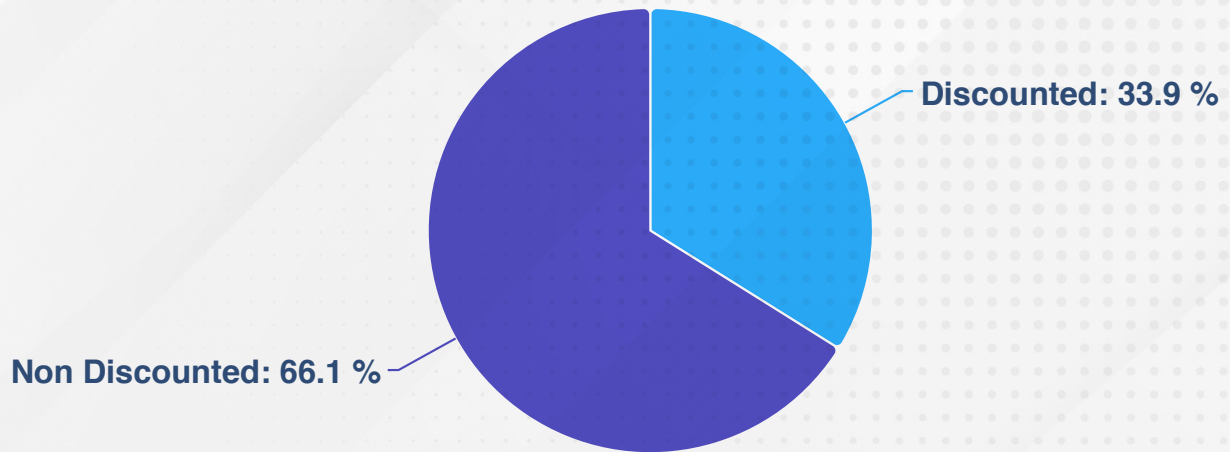
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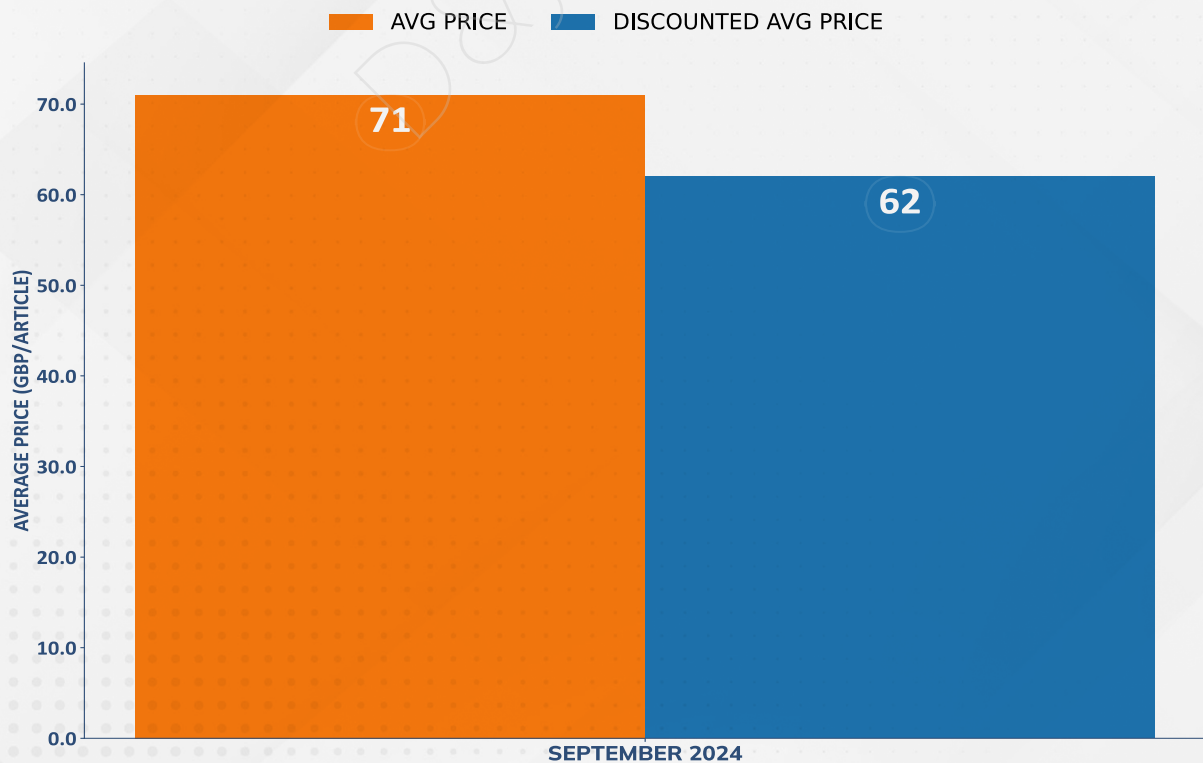
NUMBER OF MEN'S JEANS STYLES OFFERED AND DISCOUNTED

► **Total Style: 410** ◀



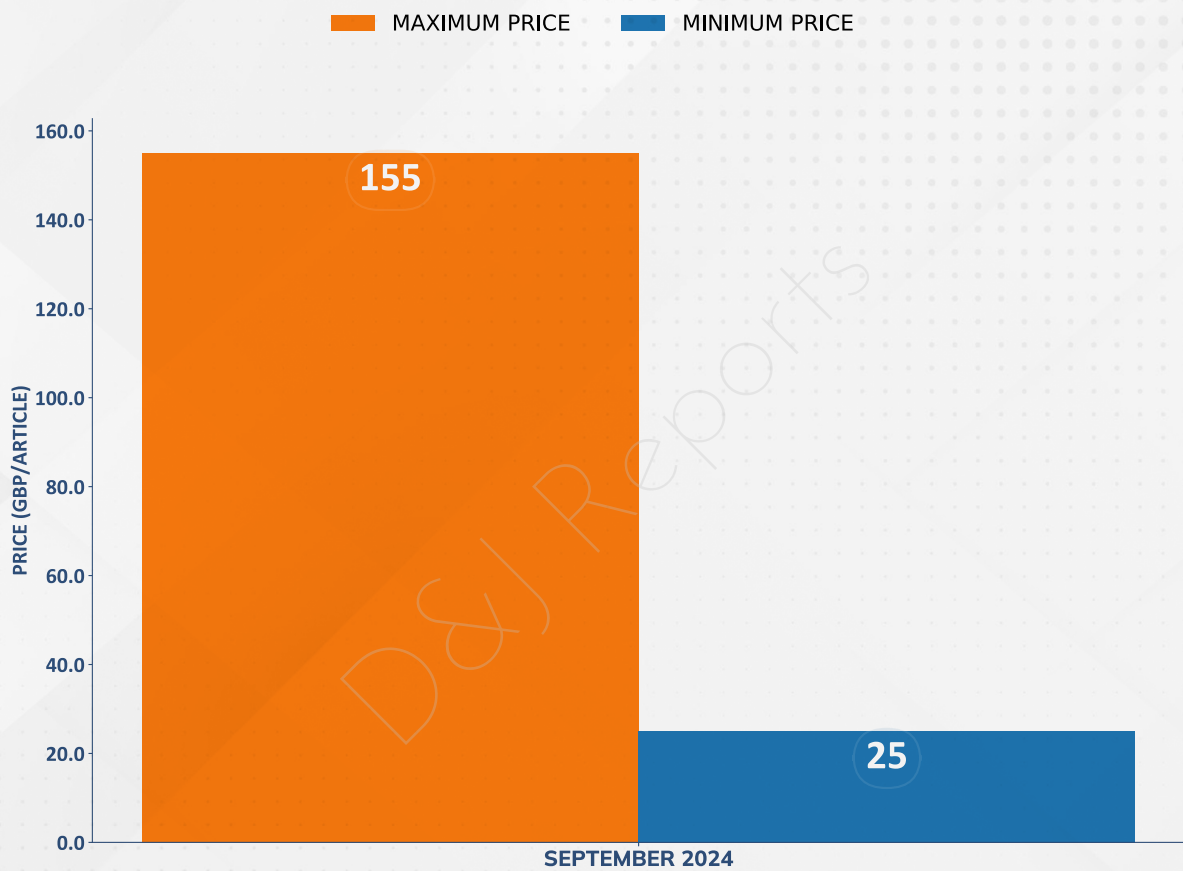
The pie chart shows the percentage of JACK AND JONES' men's jeans styles on discount for the month of September 2024.

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



The accompanying graph illustrates the average price trajectory of JACK AND JONES' men's jeans in September 2024, highlighting the impact of discounts on pricing.

MAXIMUM AND MINIMUM PRICE - 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 **JACK AND JONES'** 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	90	22
80-95% Cotton 5-20% Piw	64	16
78-94% Cotton 5-20% Piw 1-2% Elastane	44	11
98-99% Cotton 1-2% Elastane	26	6
68-76% Cotton 22-30% Polyester 2% Elastane	19	5
50-71% Cotton 22-28% Polyester 5-20% Piw 2% Elastane	15	4
75% Organic Cotton 20% Piw 4% Elastomultiester 1% Elastane	10	2
74% Cotton 25% Lyocell 1% Elastane	5	1
60% Cotton 20% Piw 18% Polyester 2% Elastane	5	1
98% Organic Cotton 2% Elastane	5	1
90% Cotton 8% Elastomultiester 2% Elastane	4	1
50% Organic Cotton 49% Cotton 1% Elastane	4	1
79% Organic Cotton 20% Piw 1% Elastane	4	1
79% Piw 21% Lyocell	4	1

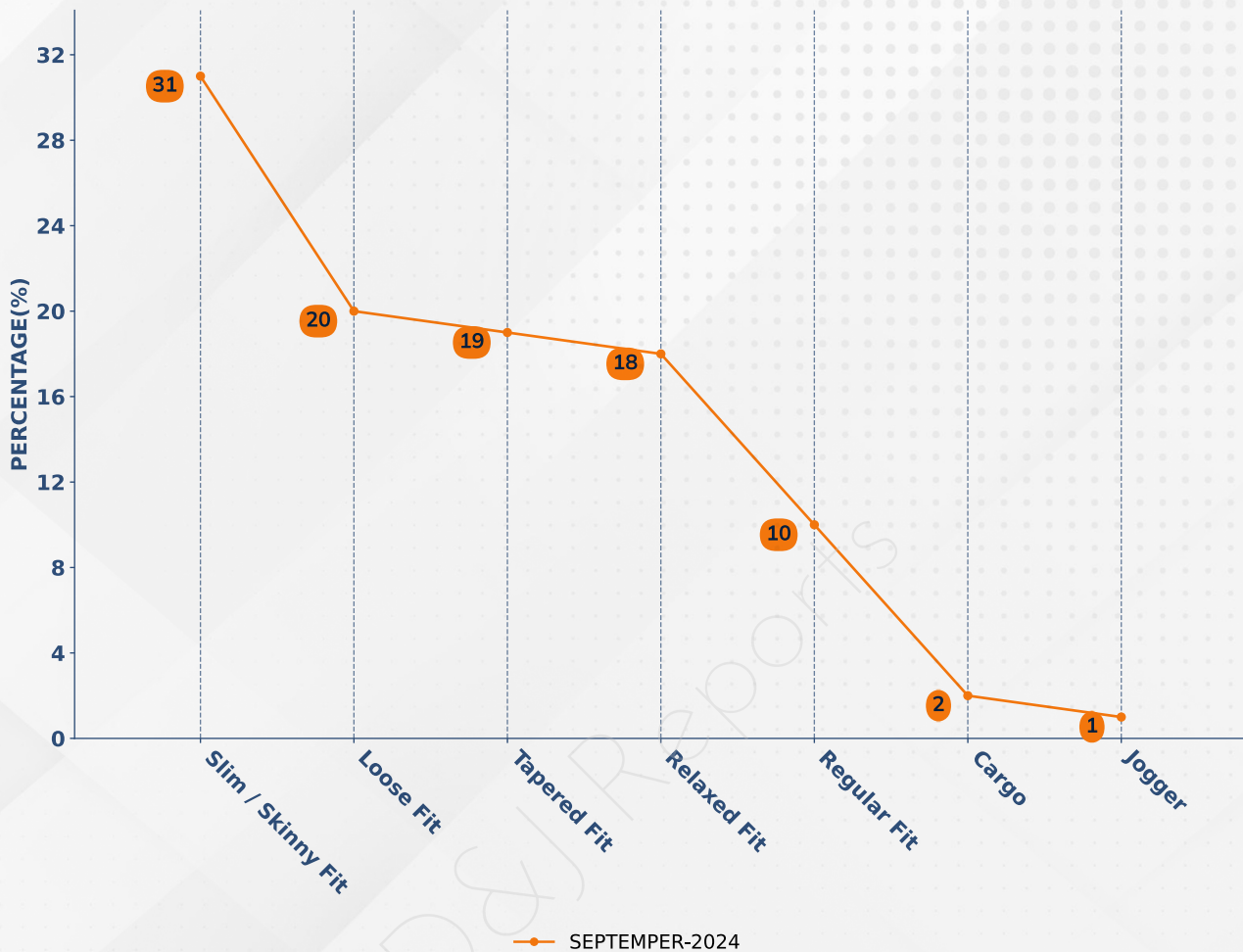
Note: PIW means post industrial waste

JACK AND JONES' fabric compositions for men's jeans highlight a modern approach to denim manufacturing, with a strong focus on sustainability and performance. The brand is increasingly incorporating **Post-Industrial Waste (PIW)** and **organic cotton**, which reflects their commitment to reducing environmental impact. For instance, blends like **80-95% cotton** with **5-20% PIW** and **78-94% cotton** with **5-20% PIW** and **1-2% elastane** are notable, combining **recycled materials** with stretch **fibres** for added **comfort** and **flexibility**.

Meanwhile, other **sustainable fibres** such as **lyocell** and **elastomultiester** in combinations like **75% organic cotton**, **20% PIW**, **4% elastomultiester**, and **1% elastane** showcase the **brand's** efforts to innovate with **eco-friendly** alternatives.

These diverse material compositions not only cater to performance needs but also align with the broader consumer shift towards **sustainability**. **JACK AND JONES** is successfully balancing traditional **denim qualities** with modern-day requirements for **comfort**, **flexibility**, and responsible manufacturing, positioning themselves as a brand attentive to both **environmental impact** and consumer preferences.

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 from **JACK AND JONES UK** showcases a clear preference for **Slim/Skinny Fit**, which leads the market with **31%** of the **total** share. This reflects a strong consumer inclination towards a **sleek** and **form-fitting silhouette**, catering to those who prioritise a contemporary, tailored look in their wardrobe.

Loose Fit comes in second at **20%**, indicating a considerable demand for more **relaxed, casual styles** that emphasise **comfort** while maintaining a **fashionable edge**. Similarly, **Tapered Fit** accounts for **19%** of the market, signalling its steady popularity as it balances a modern aesthetic with a practical, **tapered leg design** that suits various body types.

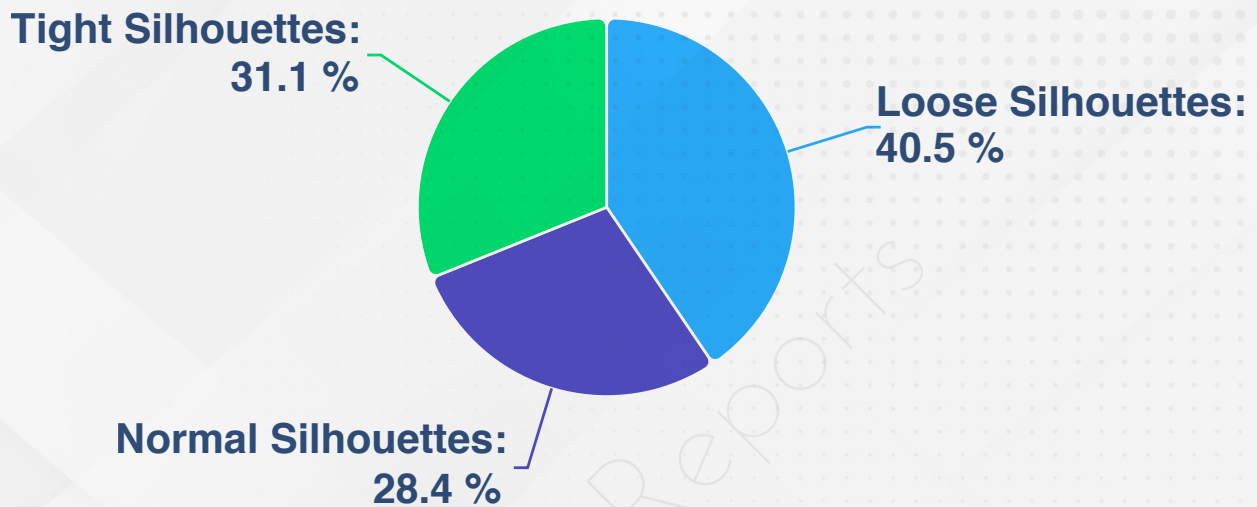
Relaxed Fit closely follows at **18%**, showing its continued appeal among consumers seeking **comfort** without sacrificing **style**. Meanwhile, **Regular Fit** holds a **10%** market share, maintaining its position as a reliable and timeless choice for those who prefer a **classic, straight-leg design**.

The less common **styles**, **Cargo** and **Jogger**, represent just **2%** and **1%** of the market, respectively, highlighting their niche presence. **Cargo pants**, with their **utility-focused design**, cater to a smaller, more specific audience, while **Jogger styles**, known for their athleisure influence, also capture a minor segment of the **market**.

In conclusion, the data illustrates a dominant preference for **Slim/Skinny** and **Loose fits**, with these two categories capturing the majority of consumer attention. While **classic fits** like **Regular** and **Relaxed** maintain their presence, the market shows limited interest in more niche styles like **Cargo** and **Jogger**. This suggests an opportunity for **JACK AND JONES** to continue focusing on popular **fits** while also exploring innovative trends that emphasise both **style** and **comfort**.



BROAD FIT ORIENTATION - MEN'S JEANS STYLES



Note : Classification used for broad silhouettes

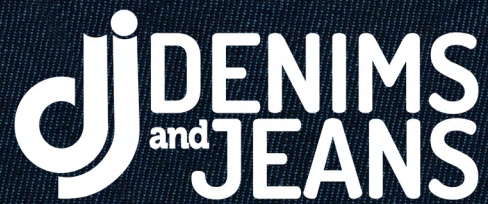
Loose Silhouettes include : Anti Fit , Loose Fit , Boot Cut , Cargo , Jogger , Shrink To Fit , Relaxed Fit

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 **JACK AND JONES** in the **UK**, based on **405 Styles**, offering a snapshot of consumer preferences in styles.

Advertisement



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CAIRO

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7TH EDITION

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THE LALIT ASHOK BANGALORE,
INDIA

VIETNAM
7TH EDITION

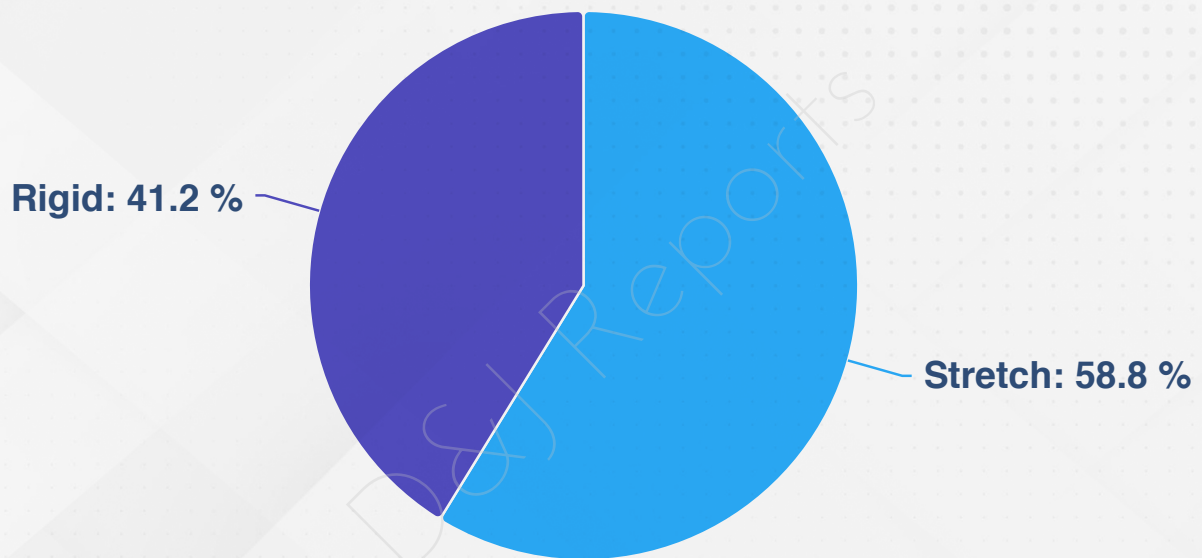
25-26 JUNE
RIVERSIDE PALACE, DIST. 4,
HO CHI MINH, VIETNAM

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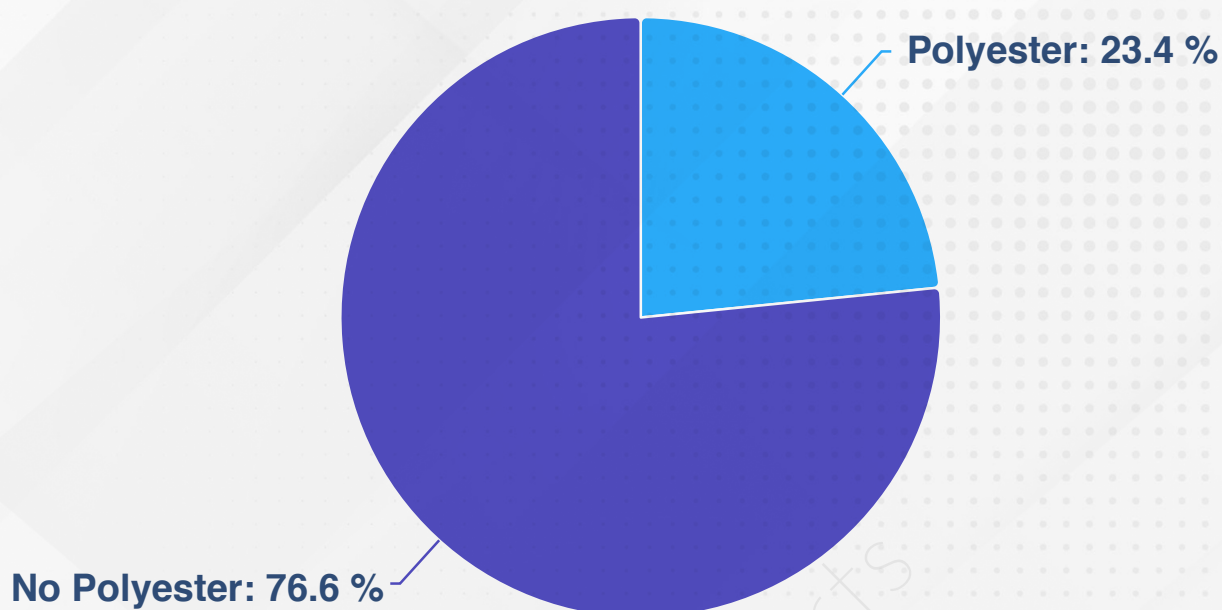
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STRETCH VS RIGID STYLE % OF MEN'S JEANS STYLES



The **pie chart** illustrates the **percentage** distribution of **men's jeans** by **fabric stretch** (**Rigid** and **Stretch**) for **JACK AND JONES UK** in **September 2024**.

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

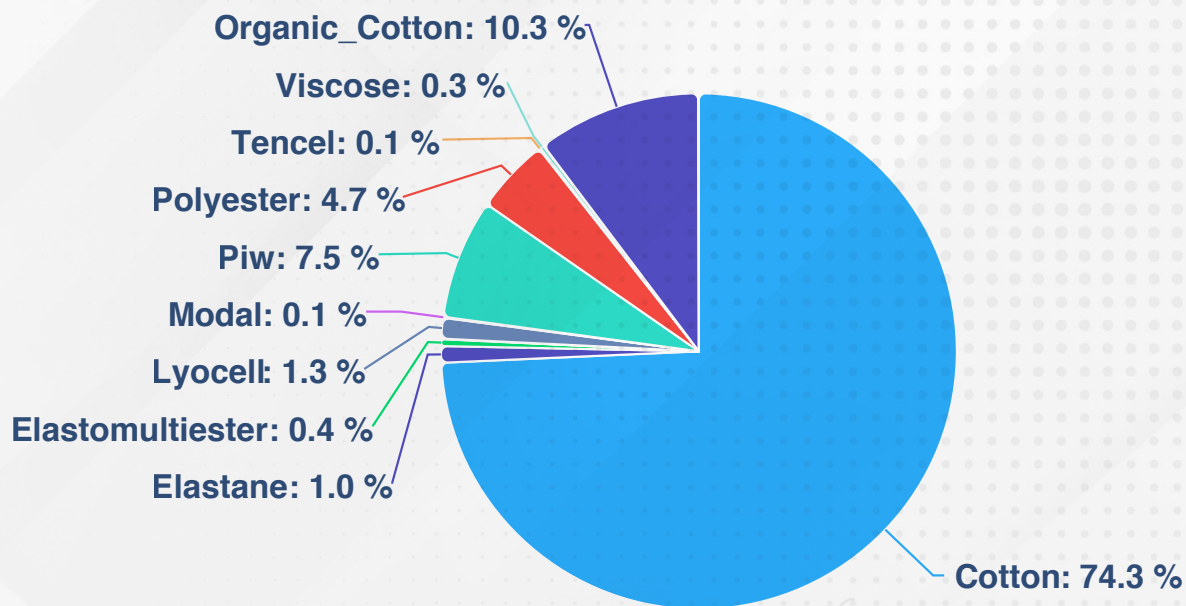


The inclusion of **polyester** in around **25%** of **JACK AND JONES UK men's jeans styles** indicates a selective approach to incorporating **synthetic fibres** in **denim** production. **Polyester** is primarily used to enhance the durability, **flexibility**, and **overall performance** of **jeans**, making them more resilient to wear and tear while also improving shape retention.

However, the majority of the **styles**, at around **75%**, do not contain **polyester**, reflecting a preference for more traditional **denim compositions**. This could indicate that **JACK AND JONES** is maintaining a balance between the modern demand for performance-enhancing **materials** and the **classic appeal** of pure or **high-cotton denim fabrics**, which are often favoured for their natural **feel** and **breathability**.

The strategic use of **polyester** in nearly a quarter of the **styles** suggests that the **brand** is aligning with **market** trends that favour **practicality** and **long-lasting garments**, while still catering to consumers who prefer the traditional qualities of **denim**. Moving forward, **JACK AND JONES** has an opportunity to explore **eco-friendly** alternatives and innovations in blended **fabrics** to meet the growing consumer demand for **sustainability** without compromising on performance.

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



Note: PIW means post industrial waste

While the traditional **denim fabric** is predominantly made of traditional **cotton**, **JACK AND JONES' men's jeans** in the **UK market** for **September 2024** reflect a modern shift towards a blended **material composition**. **Cotton** remains the primary material at around **75%**, but there is a significant presence of other fibres that cater to consumer demand for enhanced sustainability and performance.

Notably, **organic cotton** accounts for **10.3%**, indicating the **brand's focus** on **sustainable** sourcing. Additionally, **Post-Industrial Waste (PIW) fibres** make up **7.5%** of the **total composition**, showcasing **JACK AND JONES'** commitment to incorporating **recycled materials**, which aligns with the industry trend toward **eco-conscious** production.

Polyester (4.7%) is another **key** component, enhancing the **durability** and **stretch** of the **jeans**. Although **polyester** usage is moderate compared to other **brands**, it signals the **brand's effort** to balance traditional **materials** with modern performance-oriented **fabrics**. The inclusion of **fibres** such as **lyocell (1.3%)**, **elastane (1.0%)**, and **elastomultiester (0.4%)** further highlights the **brand's** approach to enhancing comfort, **flexibility**, and sustainability.

Sustainable fashion fibres like modal (**0.1%**), tencel (**0.1%**), and viscose (**0.3%**) are present in smaller quantities, reflecting **JACK AND JONES'** experimentation with **eco-friendly** alternatives that offer similar qualities to traditional **fibres**.

In conclusion, **JACK AND JONES' material** choices emphasise a balance between traditional **cotton** and innovative, **sustainable materials**. As the **brand** continues to adapt, this blend of **materials** reflects their response to growing consumer **interest** in **sustainability** and **performance** while ensuring the **durability** and **comfort** of their **denim products**.

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