

Lee<sup>®</sup> **JEANS - UK**  
**MEN JEANS STYLES**  
**ANALYSIS SEPTEMBER 2024**  
(ONLINE RETAIL ONLY)

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



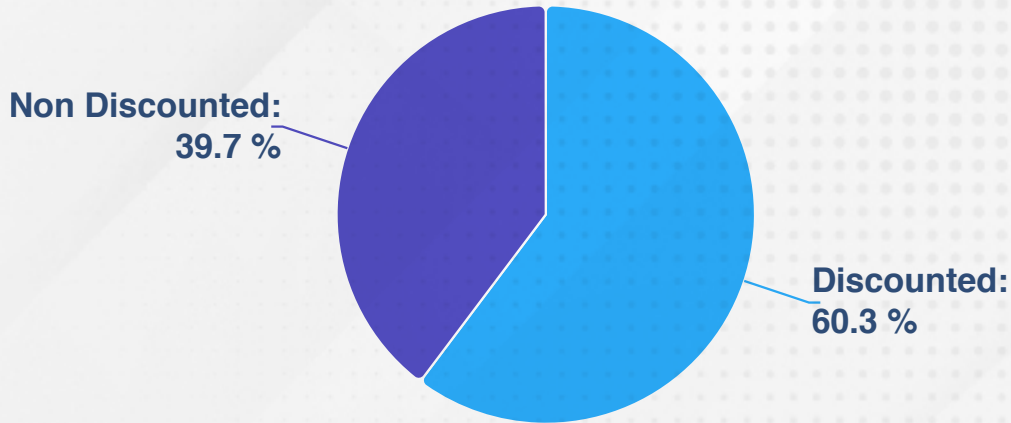
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## NUMBER OF MEN'S JEANS STYLES OFFERED AND DISCOUNTED

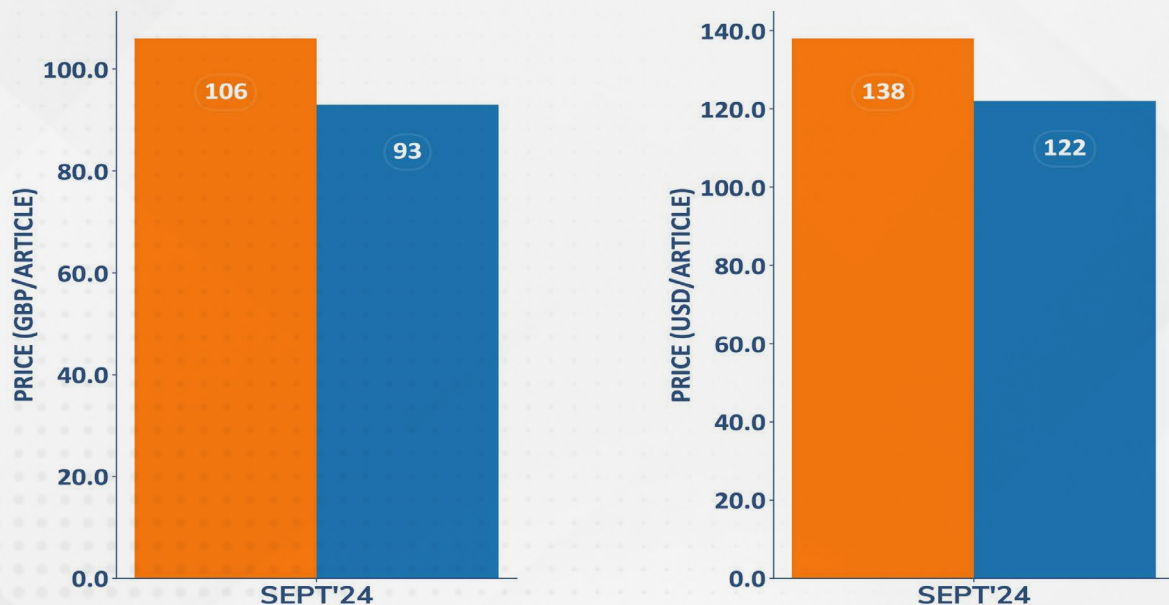
▶ **Total Style: 146** ◀



The pie chart shows the percentage of LEE JEANS UK Men's jeans styles on discount which is 60 % for the month of September 2024.

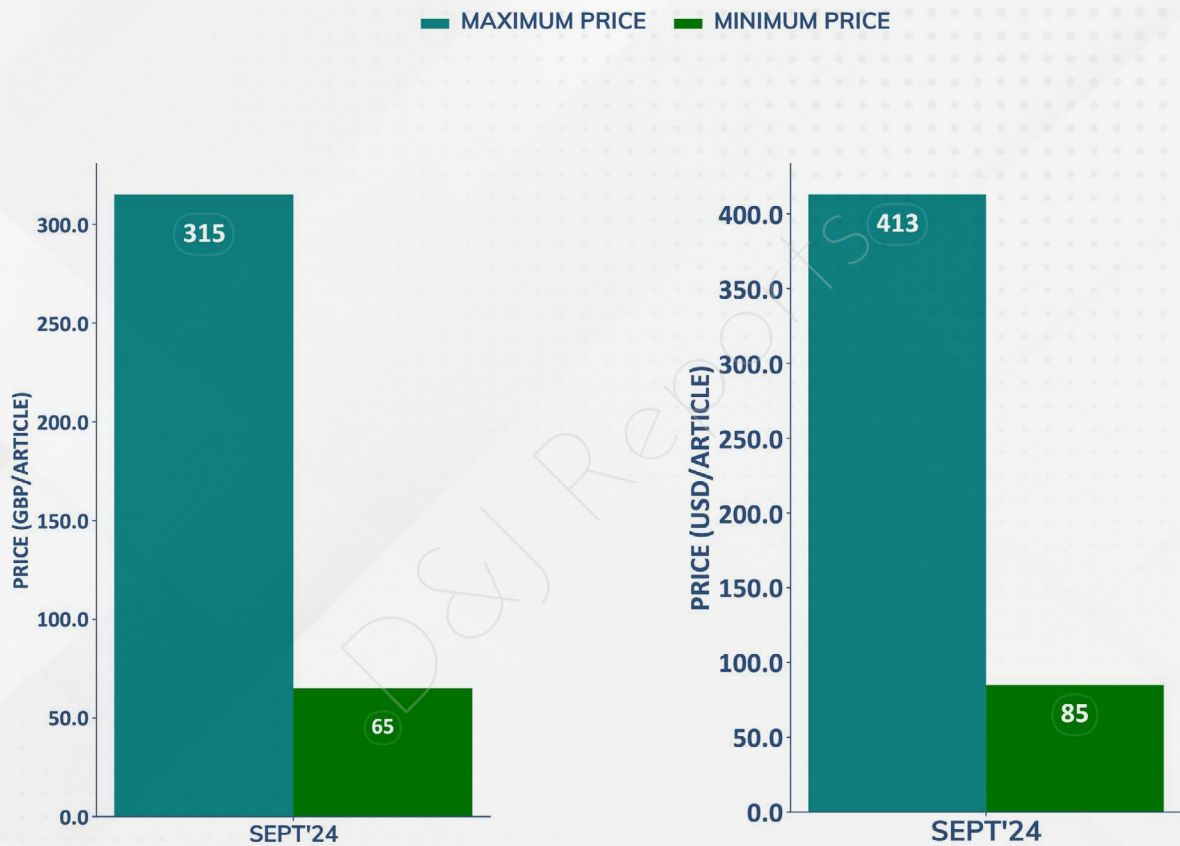
## AVERAGE PRICE OF MEN'S JEANS STYLES BEFORE AND AFTER DISCOUNT

AVG PRICE      DISCOUNTED AVG PRICE



The accompanying graph illustrates the average price trajectory of LEE JEANS UK's 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 **LEE JEANS UK** Men's jeans in the month of **September 2024**.

# Fabric Compositions In Men's Jeans Styles

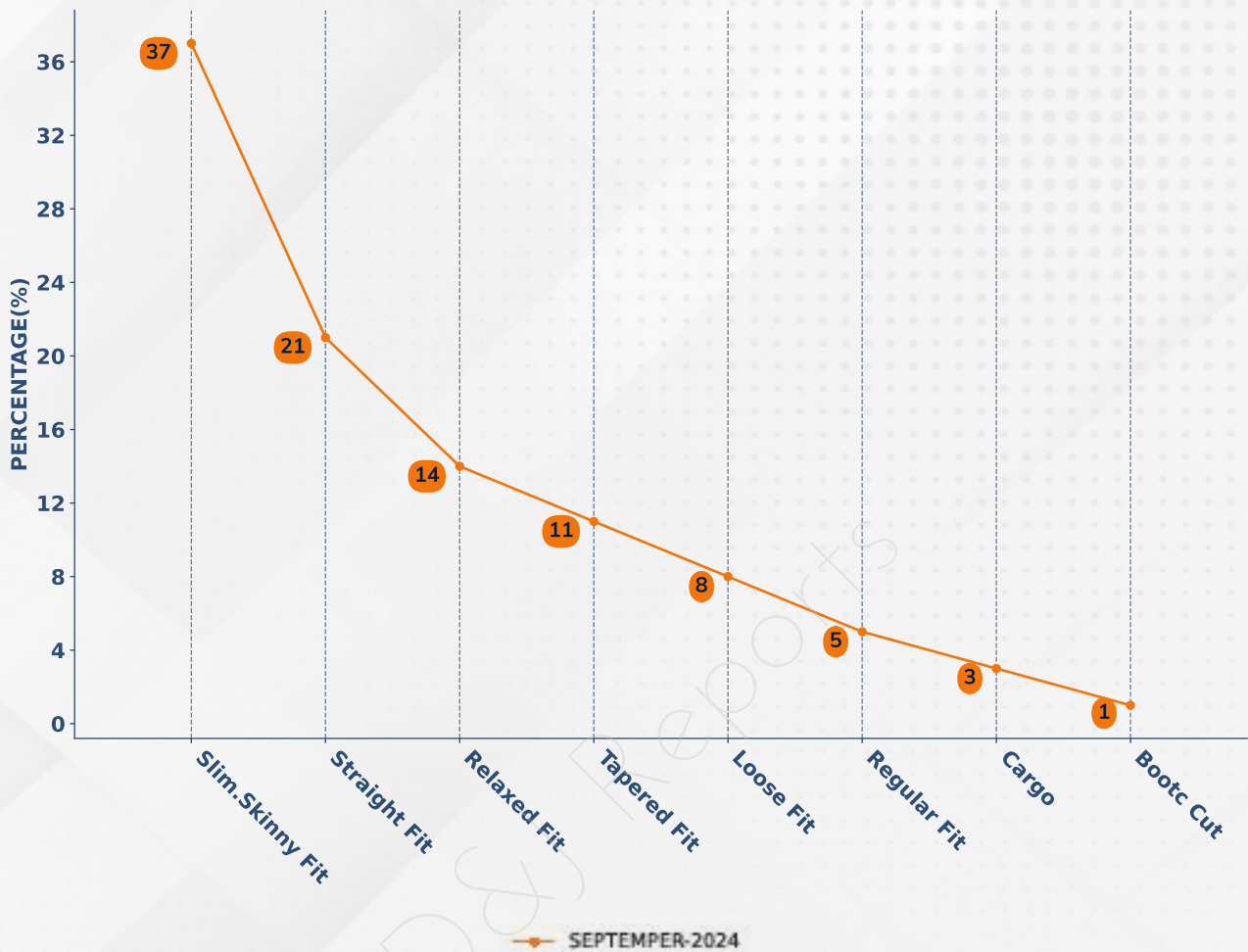
Fabric_Composition	No of Products	% of Total Styles
98-99% Cotton 1-2% Elastane	52	36.1
100.0% Cotton	18	12.6
67.0% Cotton 32.0% Lyocell 1.0% Elastane	17	11.9
90-92% Cotton 6-8% Elastomultiester 2% Elastane	14	9.8
95.0% Cotton 3.0% Elastomultiester 2.0% Elastane	7	4.9
77.0% Cotton 21.0% Polyester 2.0% Elastane	6	4.2
75-76% Cotton 22-23% Polyester 2% Elastane	6	4.2
100.0% Organic Cotton	3	2.1
80.0% Cotton 20.0% Hemp	2	1.4
98.0% Cotton 1.0% Polyester 1.0% Elastane	2	1.4
67.0% Cotton 21.0% Polyester 10.0% Viscose 2.0% Elastane	2	1.4

Note : PIW includes pre consumer and post industrial wastage. PCW refers to Post Consumer Waste

This table presents the fabric composition for men's jeans from **Lee Jeans** in the UK for **September 2024**, covering 143 different styles. The first column lists various fabric combinations used in the jeans, while the second column shows the number of styles that incorporate each composition. The third column details the percentage of styles made from each composition. The most common fabric blend is 98-99% cotton with 1-2% elastane, accounting for 36.1% of the styles (52 styles). Pure cotton styles, without any blend, make up 12.6% of the styles (18 styles).

Other notable compositions include a blend of 67% **cotton**, 32% **lyocell**, and 1% **elastane**, which represents 11.9% of styles (17 styles), and a combination of 90-92% cotton with 6-8% elastomultiester and 2% elastane, which accounts for 9.8% (14 styles). The inclusion of fabrics like lyocell, polyester, and hemp alongside cotton suggests that Lee Jeans incorporates both natural and synthetic fibers to create a balance between comfort, flexibility, and durability in their denim offerings. Some styles also feature organic cotton and hemp for sustainability.

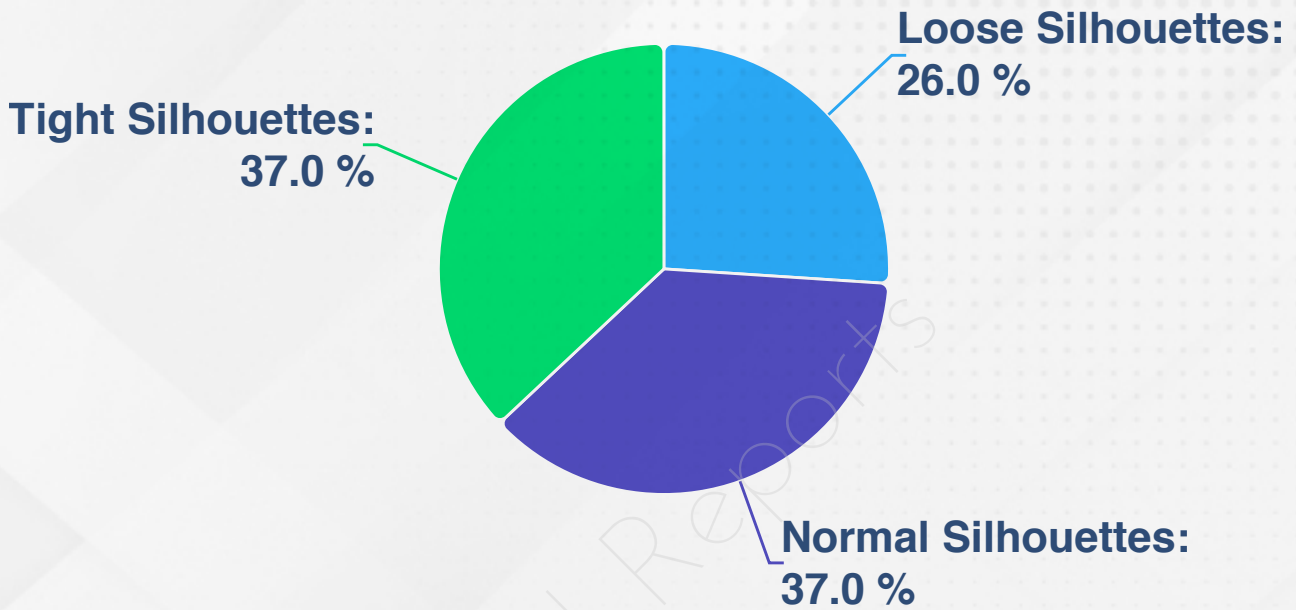
## FITS % - MEN'S JEANS STYLES



**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 chart represents the percentage distribution of different fits for **LEE JEANS** men's jeans in UK as of **September 2024**. The data includes seven fit categories, with "Slim/Skinny Fit" being the most dominant at 37%, which is slightly higher than all other categories. Other fit types are much less common, with "Straight Fit" and "Relaxed Fit" making up 21% and 14% respectively, followed by "Tapered Fit" at 11%, "Loose Fit" at 8%, "Regular fit" at 5%, "Cargo" at 3% and "Boot cut" being the least popular, accounting for only 1%. The curve highlights the overwhelming preference for slim/skinny fit jeans compared to the more specialized fits.

## BROAD FIT ORIENTATION - MEN'S JEANS STYLES



*Note : Classification used for broad silhouettes*

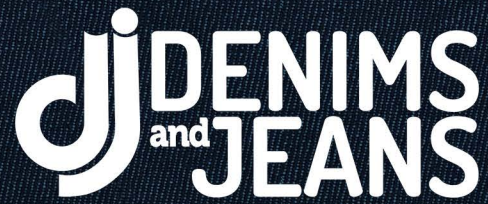
*Loose Silhouettes include : Anti Fit , Loose Fit , Boot Cut , Cargo , Jogger , Shrink To Fit , Relaxed Fit*

*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 **LEE JEANS** in UK, based on **146** 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**

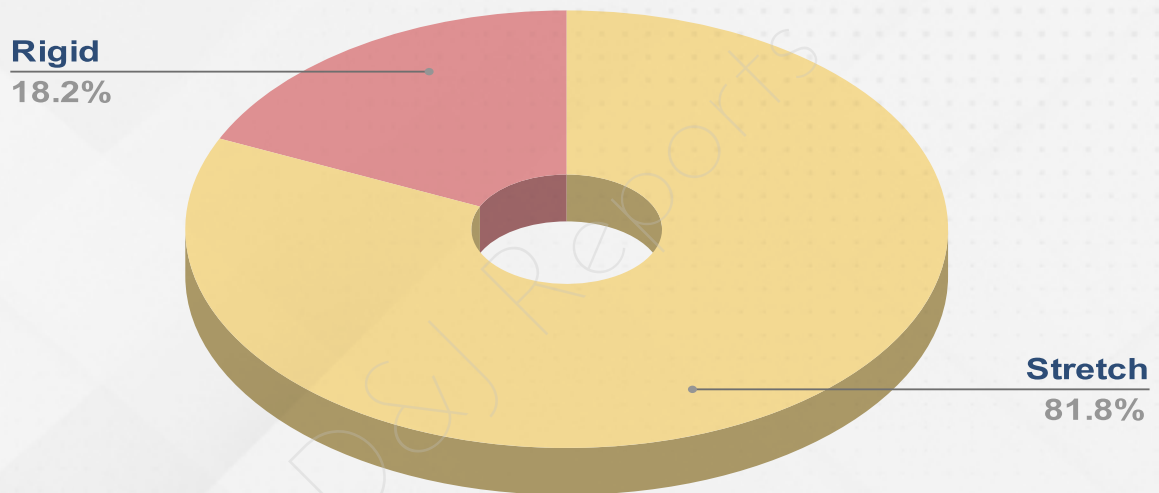
RIVERSIDE PALACE, DIST. 4,  
HO CHI MINH, VIETNAM

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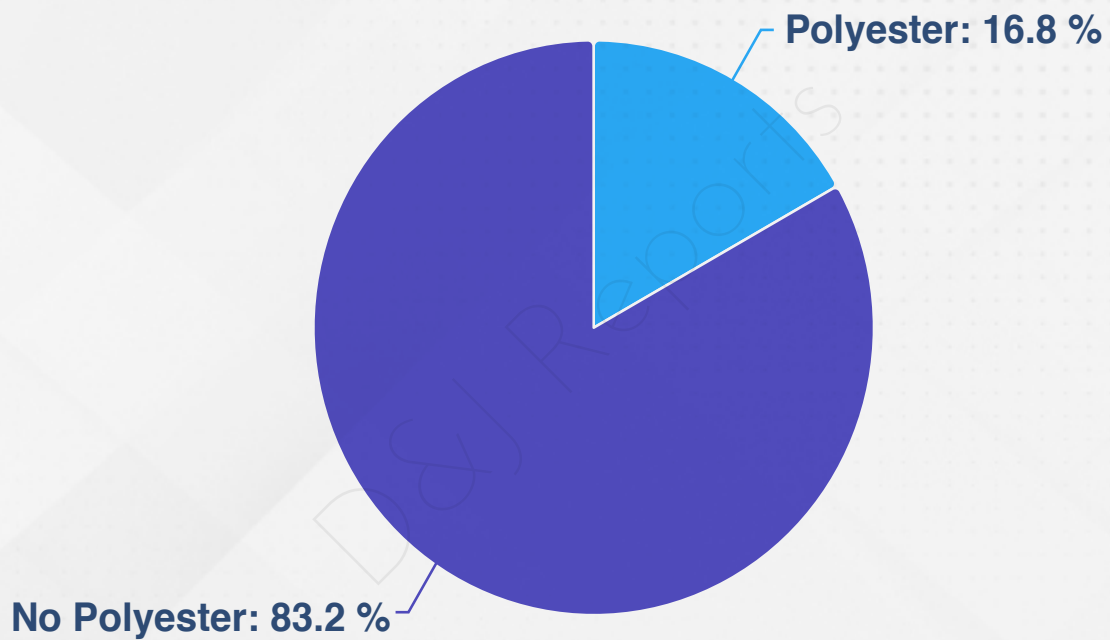
## STRETCH VS RIGID STYLE % OF MEN'S JEANS STYLES



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

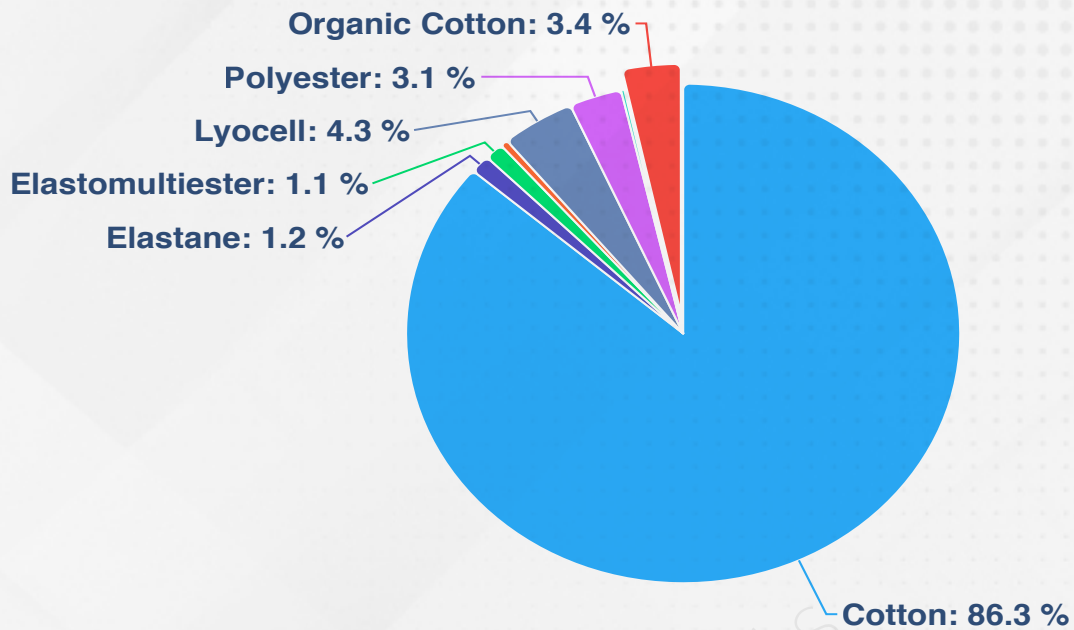


## POLYESTER % BY NO. OF STYLES - MEN'S JEANS STYLES



The pie chart displays the percentage of men's jeans styles by polyester content for **LEE JEANS** in UK, as of **September 2024**. A vast majority (83.2%) of the styles contain no polyester, while only 16.8% include polyester.

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



Note: PIW means post industrial waste

This pie chart displays the average percentage of materials by weight used in jeans from **Lee Jeans** in the UK during **Sept'24** for their online offerings. The chart reveals that cotton is making up 86.3% of the jeans' material. Other notable materials include lyocell, which accounts for 4.3%, and organic cotton at 3.4%, indicating a mix of sustainable and conventional fibers.

Additionally, smaller amounts of synthetic materials are included in the jeans. Polyester makes up 3.1% of the composition- which is still less compared to many other brands , while elastane and elastomultiester are present in minor quantities, at 1.2% and 1.1%, also . The inclusion of these materials likely contributes to the durability, stretchability, and overall comfort of the jeans, while the significant use of cotton emphasises Lee Jeans' focus on natural fibres in their men's denim range.

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In case of interest, please contact us at

[mktg3@denimsandjeans.com](mailto:mktg3@denimsandjeans.com)

# Thanks



Team Denimsandjeans

**dj DENIMS  
-THE- JEANS**  
UPCOMING  
SHOWS

2025

**EGYPT**  
**2-3 FEB.**  
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#EgyptShow

**INDIA**  
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