



Levi's® LEVIS - USA
MEN JEANS STYLES
ANALYSIS JANUARY 2025
(ONLINE RETAIL ONLY)

FREE REPORT BY
DENIMSANDJEANS R&D TEAM



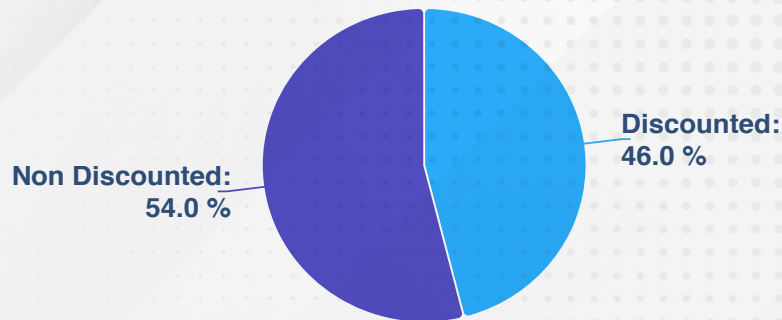
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NUMBER OF MEN'S JEANS STYLES OFFERED AND DISCOUNTED

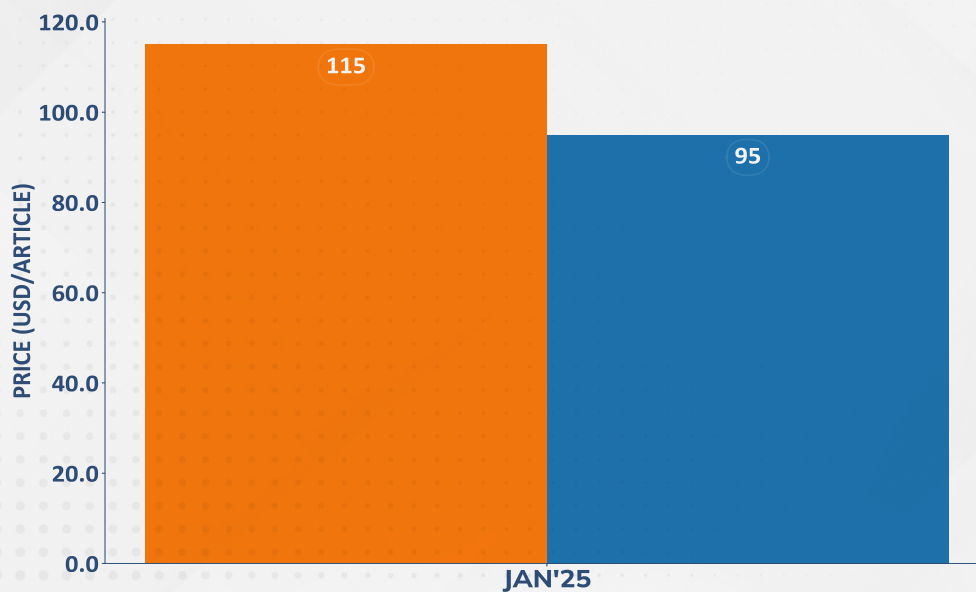
▶ **Total Style: 139 , Discounted Styles : 64** ◀



The pie chart shows the percentage of **Levis USA** Men jeans styles on discount for the month of **JANUARY 2025**.

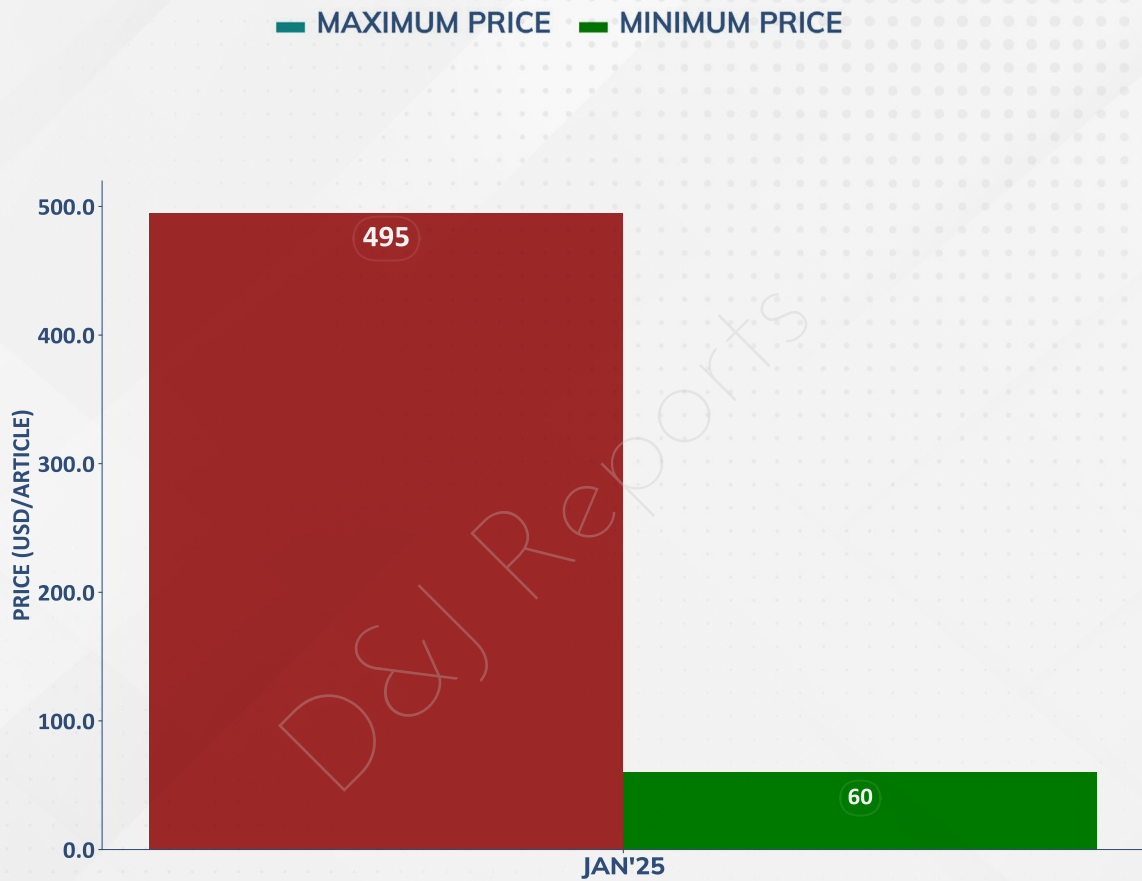
AVERAGE PRICE [USD] OF MEN'S JEANS STYLES BEFORE AND AFTER DISCOUNT

— AVG. PRICE — DISCOUNTED AVG. PRICE



The accompanying graph illustrates the average price trajectory of **Levis USA** Men's jeans in Jan 2025, 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 **Levis USA** men jeans in the month of **JANUARY 2025**

Fabric Compositions In Men's Jeans Styles

Fabric_Composition	No of Products	% of Total Styles
100.0% Cotton	43	32.6
99.0% Cotton 1.0% Elastane	19	14.4
70.0% Cotton 28.0% Tencel 2.0% Lycra	13	9.8
99.0% Cotton 1.0% Lycra	12	9.1
100.0% Organic Cotton	9	6.8
67.0% Cotton 32.0% Tencel 1.0% Elastane	5	3.8
69.0% Cotton 26.0% Hemp 4.0% Elastomultiester 1.0% T-400	4	3
98.0% Cotton 2.0% Elastane	3	2.3
60.0% Organic Cotton 40.0% Viscose	2	1.5

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

Levis USA compositions are predominantly led by **100% cotton** fabric styles, accounting for 32.6% of the total analyzed products.

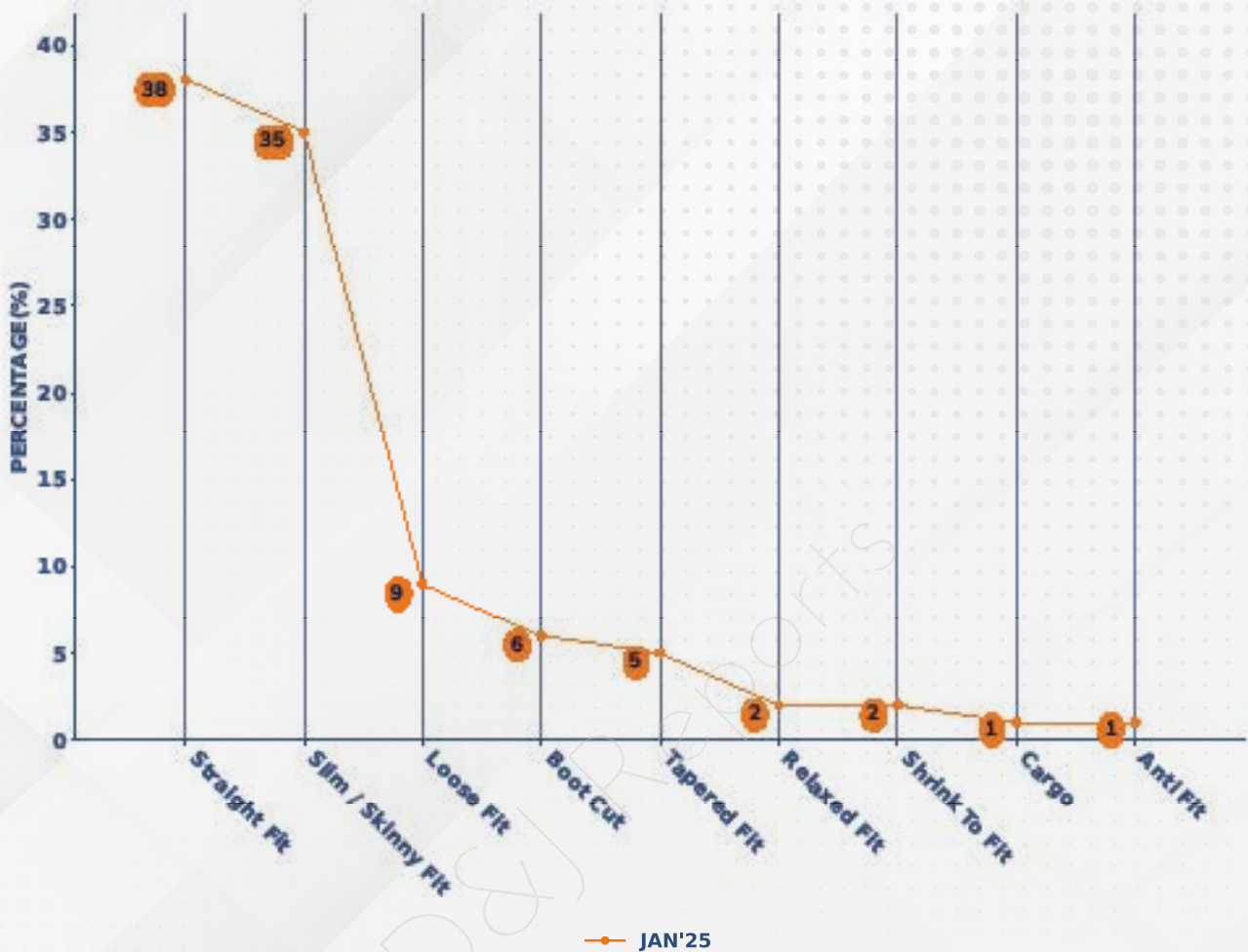
Additionally, the analysis reveals a significant incorporation of stretch fabrics, with compositions such as **99% cotton and 1% elastane (14.4%)** and **99% cotton with 1% lycra (9.1%)**. These blends demonstrate the brand's strategic focus on providing enhanced comfort and flexibility to meet modern consumer preferences.

Emerging trends in sustainability and innovation are reflected in blends like **70% cotton, 28% Tencel, and 2% Lycra (9.8%)**, as well as **100% organic cotton styles (6.8%)**. These offerings showcase Levi's commitment to catering to environmentally conscious consumers without compromising on quality and style.

Further variety is observed in niche blends such as **67% cotton, 32% Tencel, and 1% elastane (3.8%)** and **69% cotton, 26% hemp, 4% elastomultiester, and 1% T-400 (3.0%)**. These combinations indicate a deliberate effort to expand the product range, targeting specific market segments that value sustainable and innovative materials.

Overall, **Levis USA** displays a well-rounded approach to fabric compositions. By balancing classic 100% cotton styles with modern blends of elastane, Tencel, hemp, and organic cotton, the brand ensures it remains competitive in meeting the diverse demands of its consumers, from traditionalists to those seeking sustainable and stretch-friendly options

FITS % - MEN'S JEANS STYLES



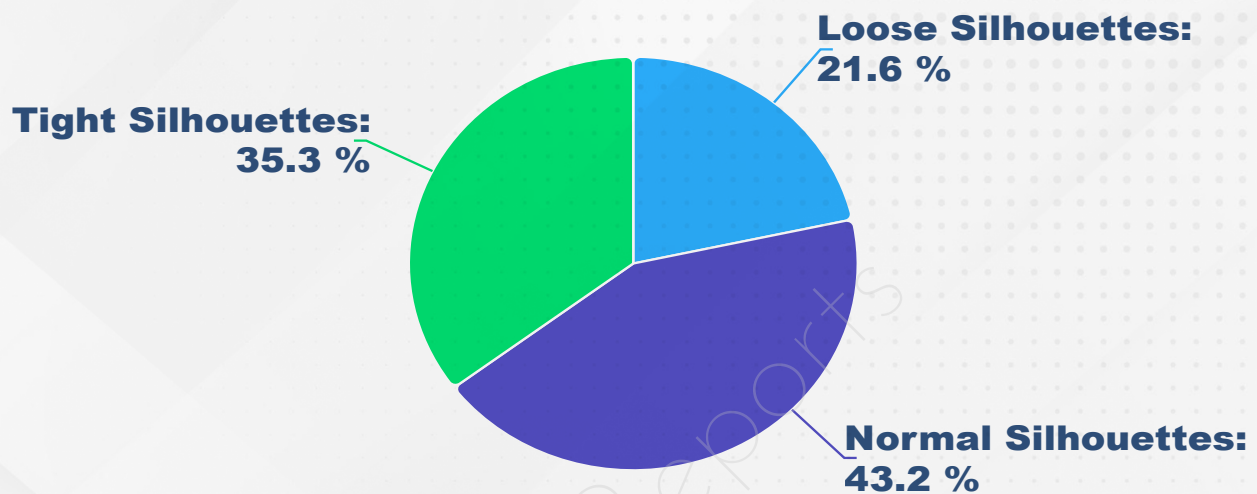
Note: Fits can often be overlapping. Eg a jean might be tight at the thighs and boot cut at the bottom. We have considered only the one which is the more prominently focused on by the brand without considering overlaps.

Levis USA Men's Jeans styles are dominated by **Straight Fit**, representing 38% of the total styles analyzed. This emphasizes the brand's commitment to offering timeless, versatile designs that cater to a wide range of consumers seeking comfort and classic aesthetics.

Slim and Skinny Fits closely follow at 35%, showcasing their continued popularity among younger demographics and fashion-forward consumers who prefer a more tailored and modern silhouette.



BROAD FIT ORIENTATION - MEN'S JEANS STYLES



Note : Classification used for broad silhouettes

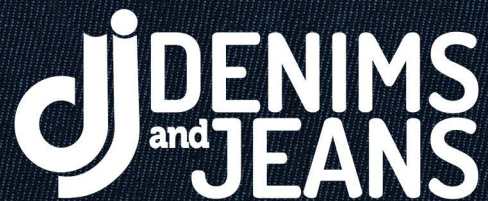
Loose Silhouettes include : Anti Fit , Loose Fit , Boot Cut , Cargo , Jogger , Shrink To Fit , Relaxed Fit

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 **Levis USA** based on 139 Styles, offering a snapshot of consumer preferences in styles.

Advertisement



2025 SHOW DATES

INDIA
7TH EDITION

14-15 MAY

THE LALIT ASHOK BANGALORE,
INDIA

VIETNAM
7TH EDITION

25-26 JUNE

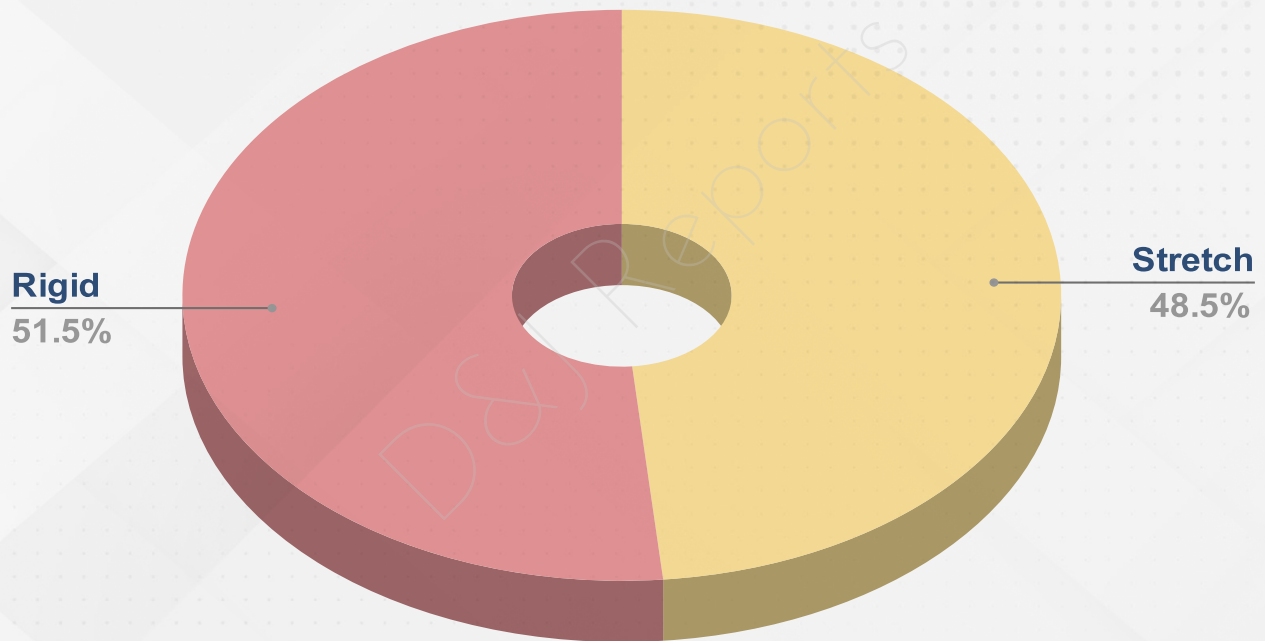
RIVERSIDE PALACE, DIST. 4,
HO CHI MINH, VIETNAM

SAVE THE DATES

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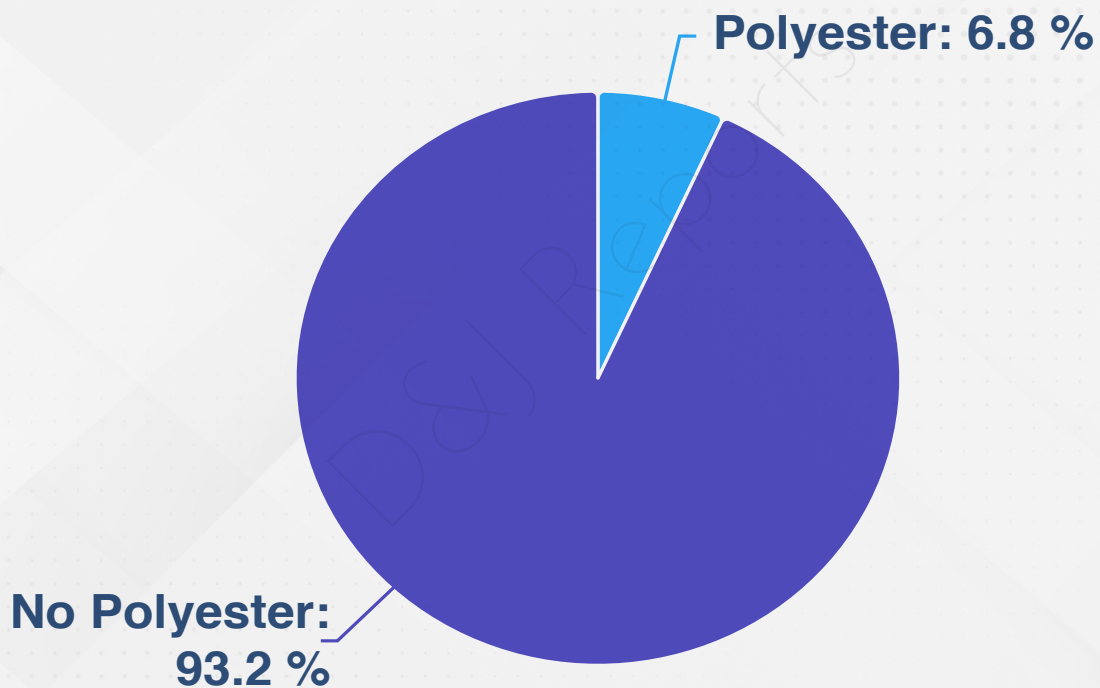
Report Continues ↓

STRETCH VS RIGID STYLE % OF MEN'S JEANS STYLES



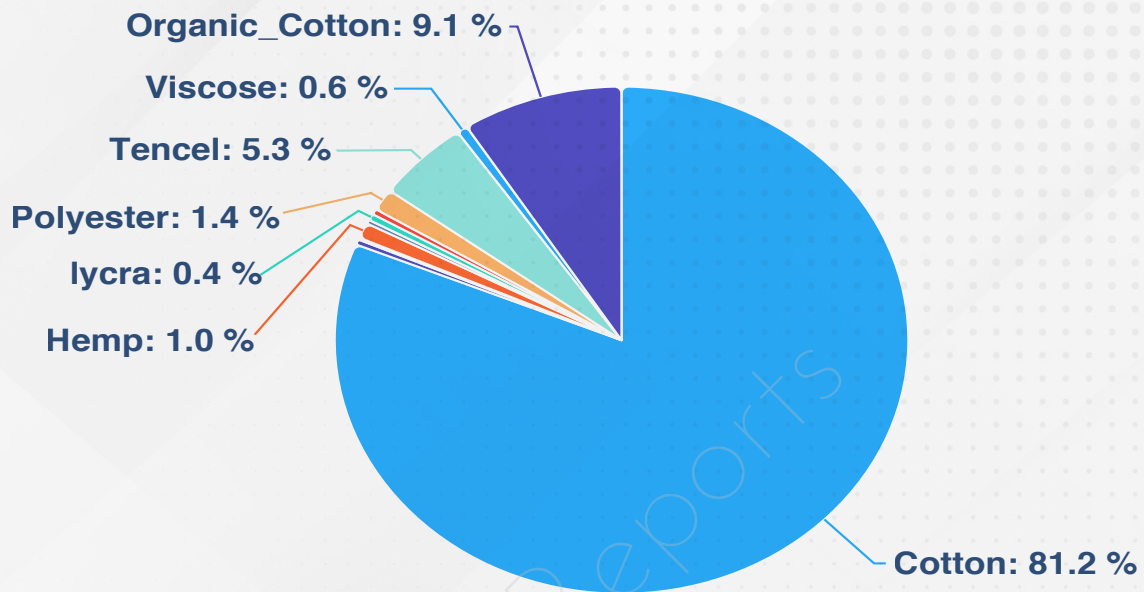
The pie chart illustrates the percentage distribution of Men's jeans by fabric stretch (Rigid and Stretch) for **Levis USA** in **January 2025**.

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



In the **Levis USA** Men's Jeans collection for **January 2025**, 6.8% of the styles incorporate polyester, while the remaining 93.2% are polyester-free. This data illustrates that while polyester is included in a small portion of the overall styles, Levis continues to prioritize natural fibers in its denim offerings.

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



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

The average material composition of **Levis USA** Men's Jeans, **Organic cotton** accounts for 9.1% of the material, highlighting Levi's growing focus on sustainability. This increased use of organic cotton speaks to the rising demand for eco-friendly alternatives in the denim industry, catering to consumers who prioritize environmental responsibility in their fashion choices.

Other materials such as **Tencel (5.3%)** and **Polyester (1.4%)** contribute to fabric durability, comfort, and flexibility. Tencel is relatively higher percentage points to its popularity as a sustainable and soft alternative to traditional fibers, aligning with modern consumer preferences for eco-conscious and comfortable jeans.

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Thanks



Team Denimsandjeans

Disclaimer: The data presented in this report has been compiled from various e-commerce platforms worldwide. While every effort has been made to ensure accuracy, we cannot guarantee the completeness or accuracy of the information. We disclaim any liability for errors, omissions, or discrepancies, and assume no responsibility for any consequences arising from reliance on this data.

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14-15 MAY
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