



# LEVI'S USA

## WOMEN JEANS STYLES

### ANALYSIS JULY 2024

(ONLINE RETAIL ONLY)



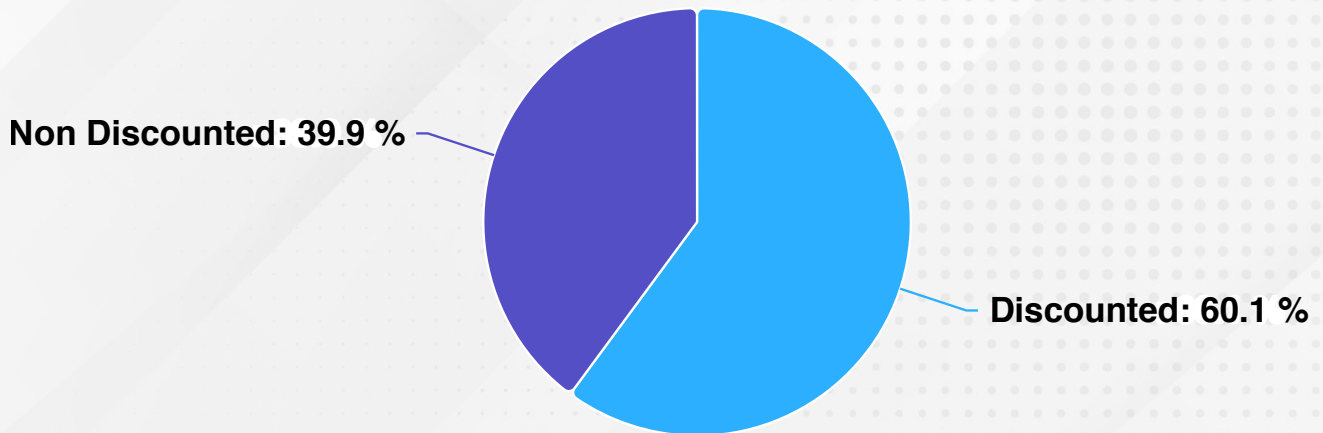
DENIMSANDJEANS.IN



/denimsandjeans

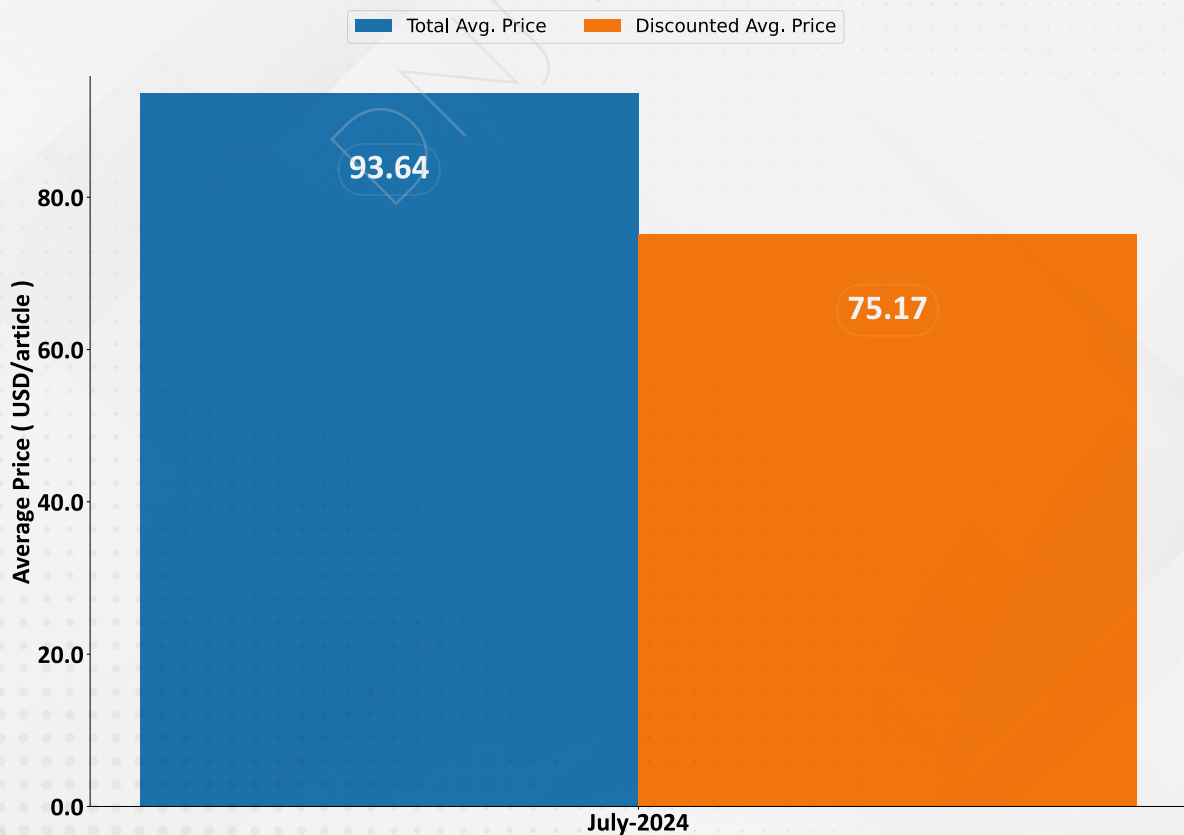
## NUMBER OF WOMEN JEANS STYLES OFFERED AND DISCOUNTED

► Total Style: 183 ◀



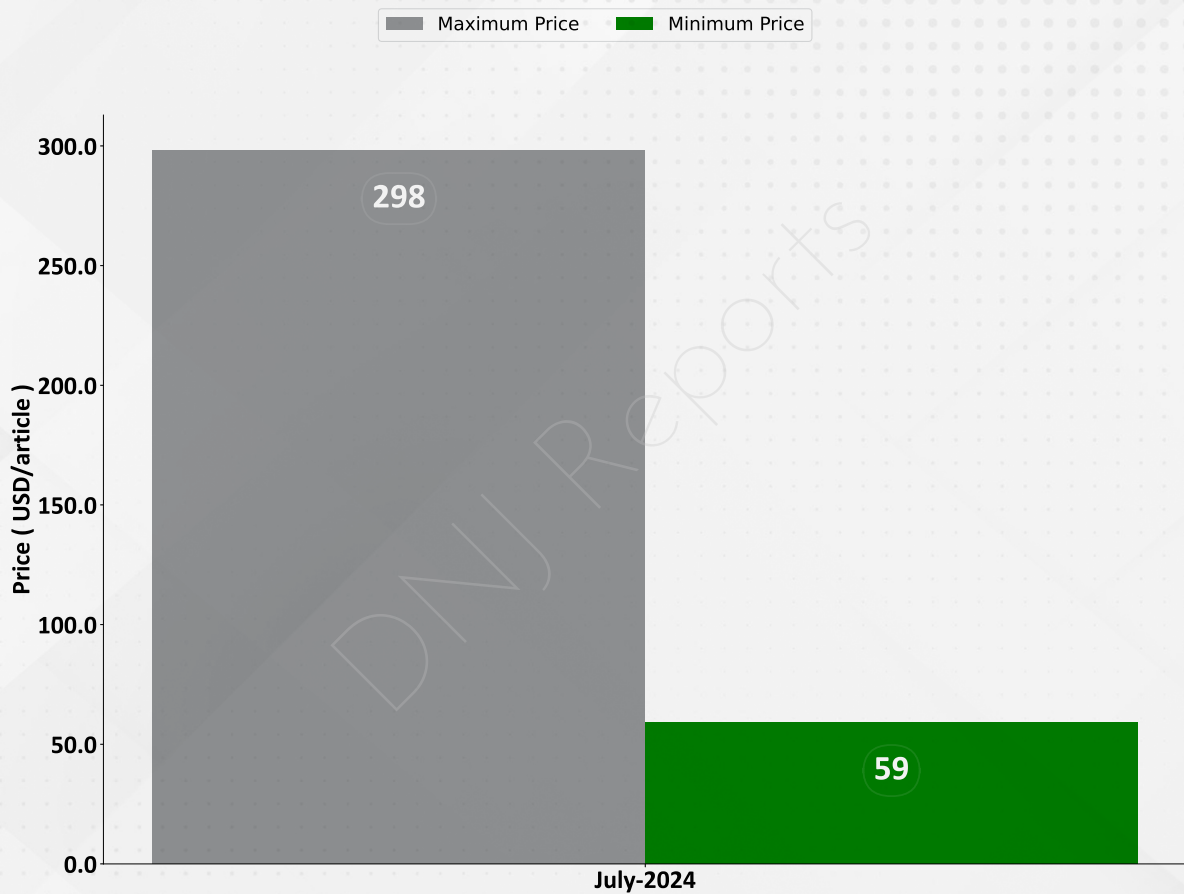
The pie chart shows the percentage of women's Levi's jeans styles on discount for the month of July 2024.

## AVERAGE OF WOMEN'S JEANS STYLES BEFORE AND AFTER DISCOUNT



The accompanying graph illustrates the average price trajectory of Levi's 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 Levi's women's jeans in the month of July 2024.

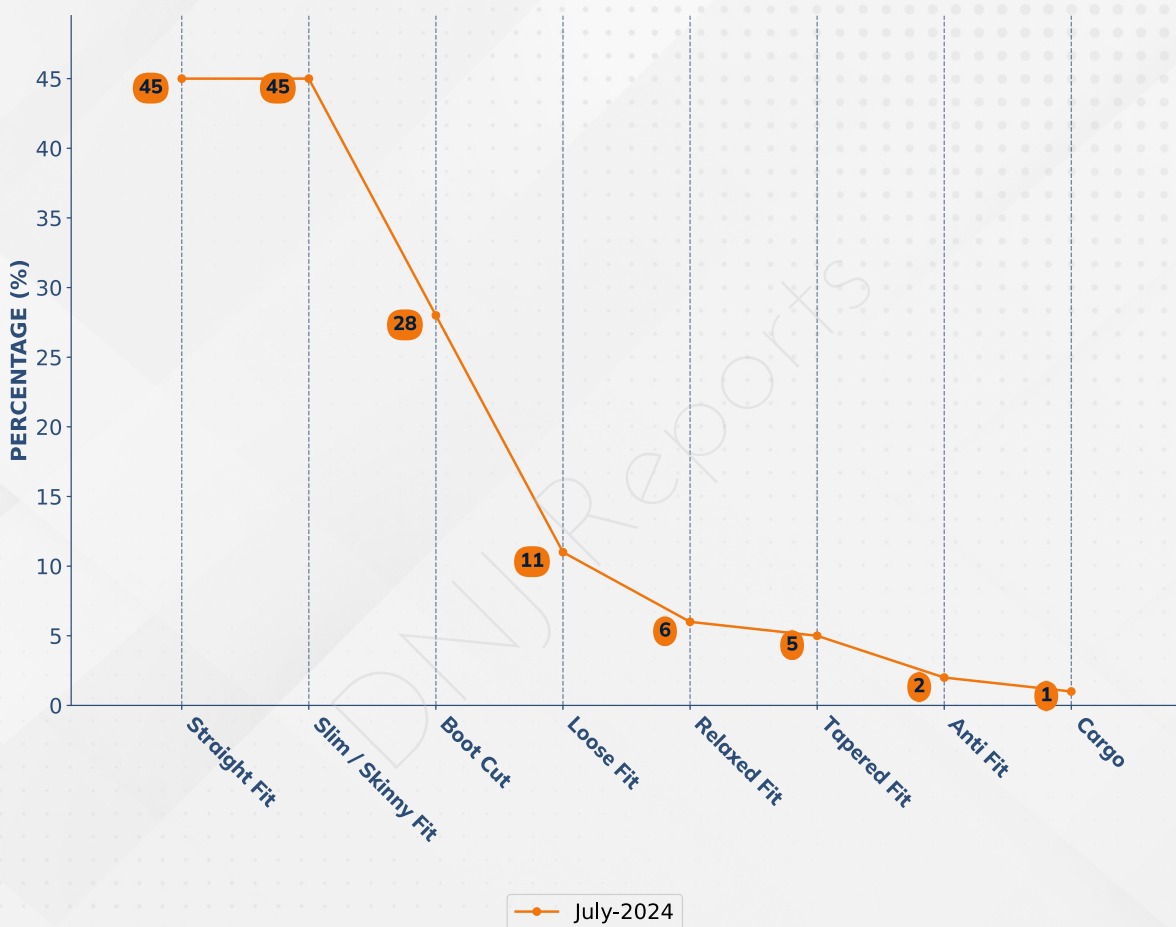
# Fabric Compositions In Women's Jeans Styles

Fabric_Composition	No of Products	% of Total Styles
100.0% Cotton	43	24.2
81.0% Cotton 18.0% Polyester 1.0% Lycra	11	6.2
80.0% Cotton 19.0% Polyester 1.0% Lycra	9	5.1
99.0% Cotton 1.0% Elastane	8	4.5
95.0% Cotton 5.0% Piw (Post Industrial Waste)	8	4.5
60.0% Cotton 23.0% Ecovero 16.0% Polyester 1.0% Elastane	7	3.9
85.0% Cotton 7.0% Tencel 6.0% Elastomulti-ester 2.0% Lycra	7	3.9
60.0% Cotton 23.0% Ecovero 16.0% Polyester 1.0% Lycra	6	3.4
99.0% Cotton 1.0% Lycra	6	3.4
60.0% Cotton 23.0% Viscose 16.0% Polyester 1.0% Ecovero	6	3.4
76.0% Cotton 23.0% Polyester 1.0% Sorbtek	6	3.4
79.0% Cotton 21.0% Tencel	5	2.8
60.0% Cotton 23.0% Viscose 16.0% Polyester 1.0% Lycra	4	2.2
84.0% Cotton 15.0% Organic_cotton 1.0% Lycra	3	1.7
63.0% Cotton 31.0% Viscose 4.0% Ecovero 2.0% Elastomultiester	3	1.7
81.0% Cotton 18.0% Polyester 1.0% Sorbtek	3	1.7
65.0% Cotton 21.0% Ecovero 7.0% Polyester 5.0% Elastomultiester 2.0% Elastane	3	1.7
73.0% Cotton 26.0% Polyester 1.0% Lycra	2	1.1
70.0% Cotton 20.0% Polyester 8.0% Viscose 2.0% Lycra	2	1.1
97.0% Cotton 3.0% Elastane	2	1.1
99.0% Organic_cotton 1.0% Lycra	2	1.1
85.0% Cotton 13.0% Polyester 2.0% Lycra	2	1.1
67.0% Cotton 32.0% Tencel 1.0% Lycra	2	1.1
78.0% Cotton 21.0% Polyester 1.0% Lycra	2	1.1
100.0% Organic_cotton	2	1.1
84.0% Cotton 15.0% Polyester 1.0% Lycra	2	1.1

Fabric_Composition	No of Products	% of Total Styles
85.5% Cotton 13.5% Polyester 1.0% Lycra	1	0.6
85.0% Cotton 12.0% Polyester 3.0% Elastane	1	0.6
84.0% Cotton 15.0% Organic_cotton 1.0% Elastane	1	0.6
77.0% Cotton 23.0% Tencel	1	0.6
78.0% Cotton 21.0% Polyester 1.0% Elastane	1	0.6
63.0% Cotton 31.0% Viscose 4.0% Polyester 2.0% Lycra	1	0.6
97.0% Cotton 2.0% Elastomultiester 1.0% T-400	1	0.6
85.5% Cotton 13.5% Polyester 1.0% Elastane	1	0.6
100.0% Transitional_cotton	1	0.6
98.0% Cotton 2.0% Elastane	1	0.6
67.0% Cotton 15.0% Organic_cotton 15.0% Polyester 3.0% Elastane	1	0.6
97.0% Cotton 2.0% Polyester 1.0% Elastane	1	0.6
79.0% Cotton 19.0% Polyester 2.0% Elastane	1	0.6
60.0% Organic_cotton 40.0% Viscose	1	0.6
75.0% Cotton 25.0% Tencel	1	0.6
70.0% Cotton 20.0% Polyester 8.0% Ecovero 2.0% Lycra	1	0.6
85.0% Cotton 12.0% Polyester 3.0% Lycra	1	0.6
98.0% Cotton 2.0% Lycra	1	0.6
70.0% Cotton 19.0% Tencel 8.0% Linen 2.0% Elastomultiester 1.0% Lycra	1	0.6
80.0% Cotton 19.0% Polyester 1.0% Elastane	1	0.6
74.0% Cotton 26.0% Tencel	1	0.6
78.0% Cotton 12.0% Tencel 7.0% Elastomultiester 3.0% Lycra	1	0.6

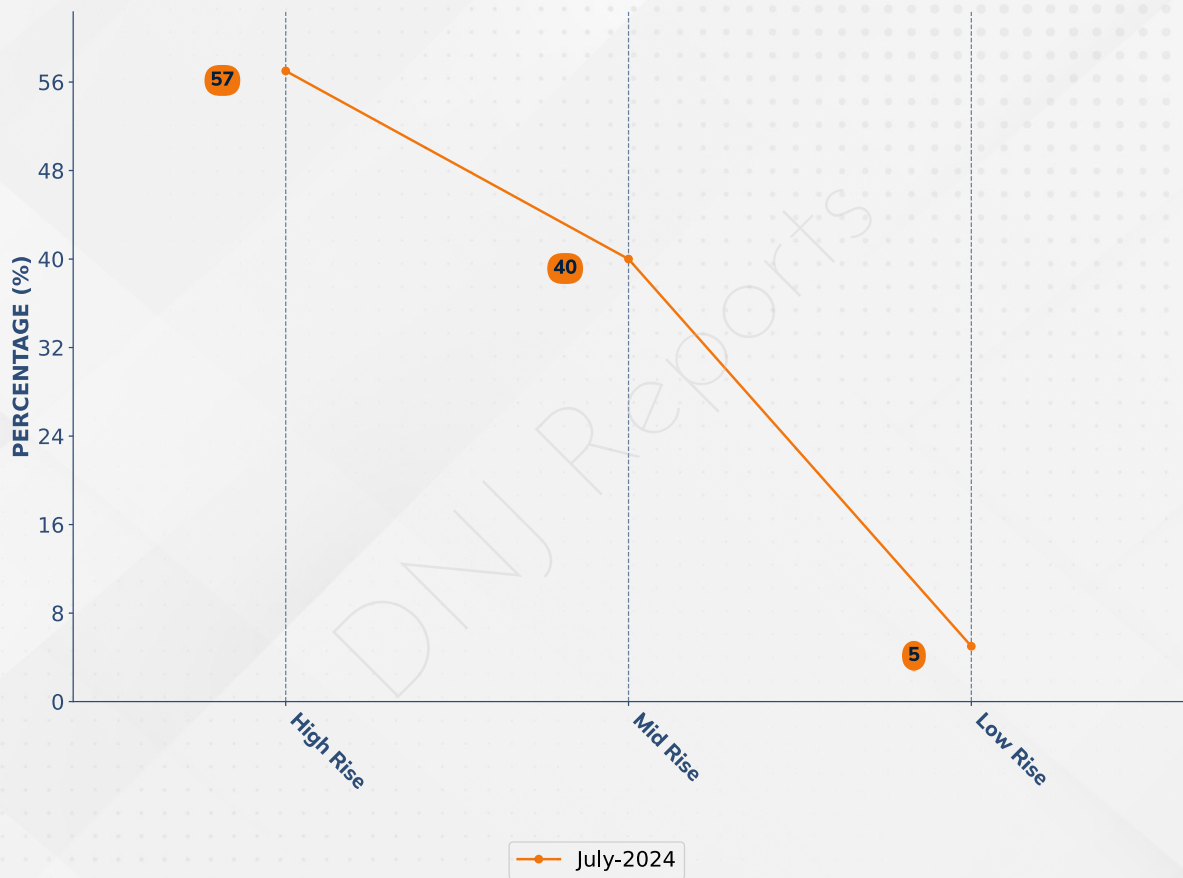
An analysis of the **fabric composition** of **Levi's women's jeans** in **July 2024** reveals valuable information about the materials used. The data indicates that '**100% Cotton**' remains the dominant **composition**, maintaining a significant share of **24%** throughout the **month**. This data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

## FITS % - WOMEN'S JEANS STYLES



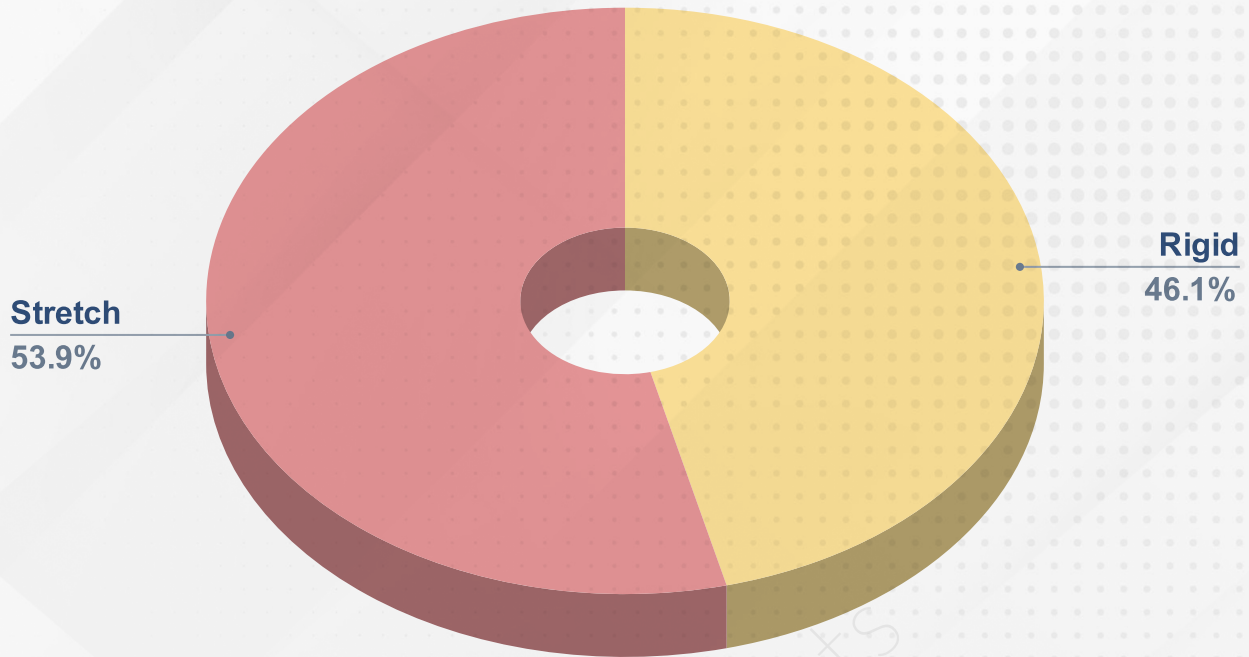
The data on **women's jeans fits** from **Levi's USA** for **July 2024** provides valuable insights into evolving consumer preferences for various **styles**. It's important to acknowledge that fit categories can be overlapping, as a single **style** can combine multiple features (e.g., **slim fit**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

## RISE % - WOMEN'S JEANS STYLES



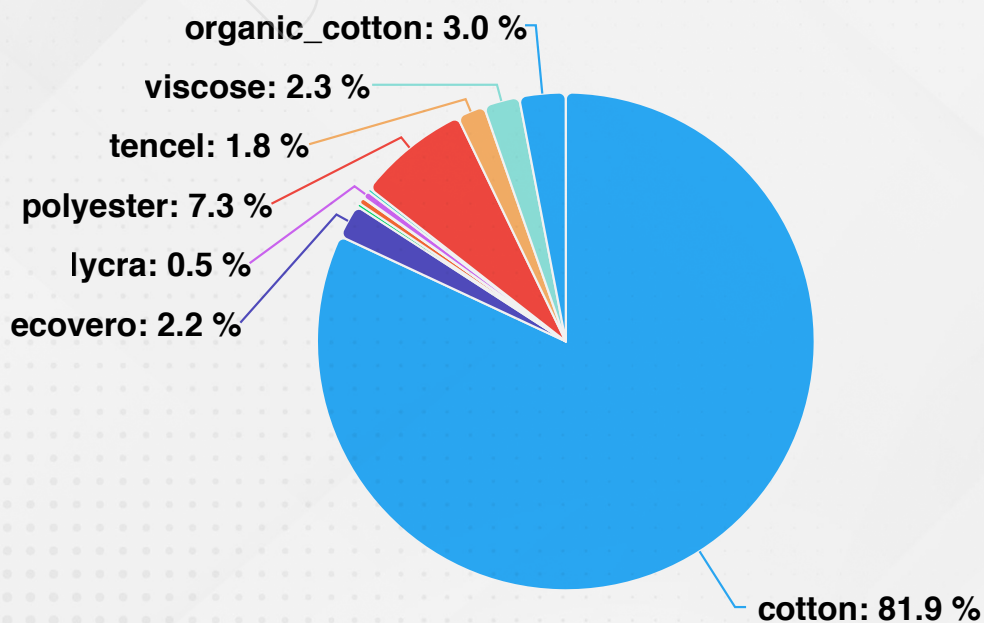
An analysis of the **rises** in **women's jeans styles** offered by Levi's in **July 2024** reveals that **High Rise** is the dominant trend, aligning with the latest **denim market** preferences.

## 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 **Levi's 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 **81.9%** across all styles.



Denimsandjeans publishes specialised deep analytical reports from over **150 global brands** and retailers tracked for their online retail every month.

Check out our list of such and other reports (over **290**) from this link

<https://www.denimsandjeans.com/subscriber-only-reports-3>

These are available to our subscribers.

In case of interest, please contact us at

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

# Thanks

Team Denimsandjeans

**DENIMSANDJEANS**  
@  
**EGYPT**

**2-3**  
**FEBRUARY 2025**

IHG CITYSTARS- CAIRO  
#denimsandjeans, #egypt

DNJ Reports