

PEPE JEANS - INDIA WOMEN JEANS STYLES ANALYSIS SEPTEMBER 2024 (ONLINE RETAIL ONLY)

FREE REPORT BY
DENIMSANDJEANS R&D TEAM



D & J

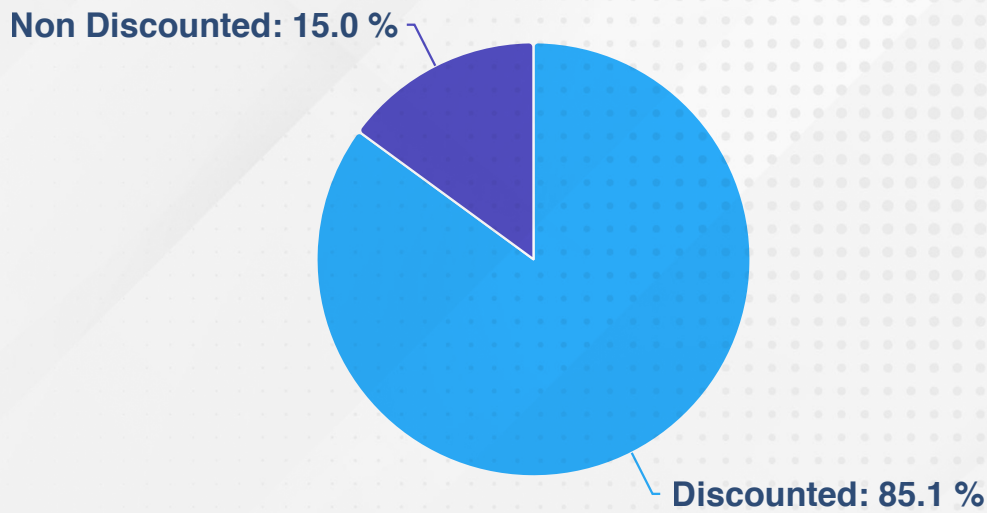
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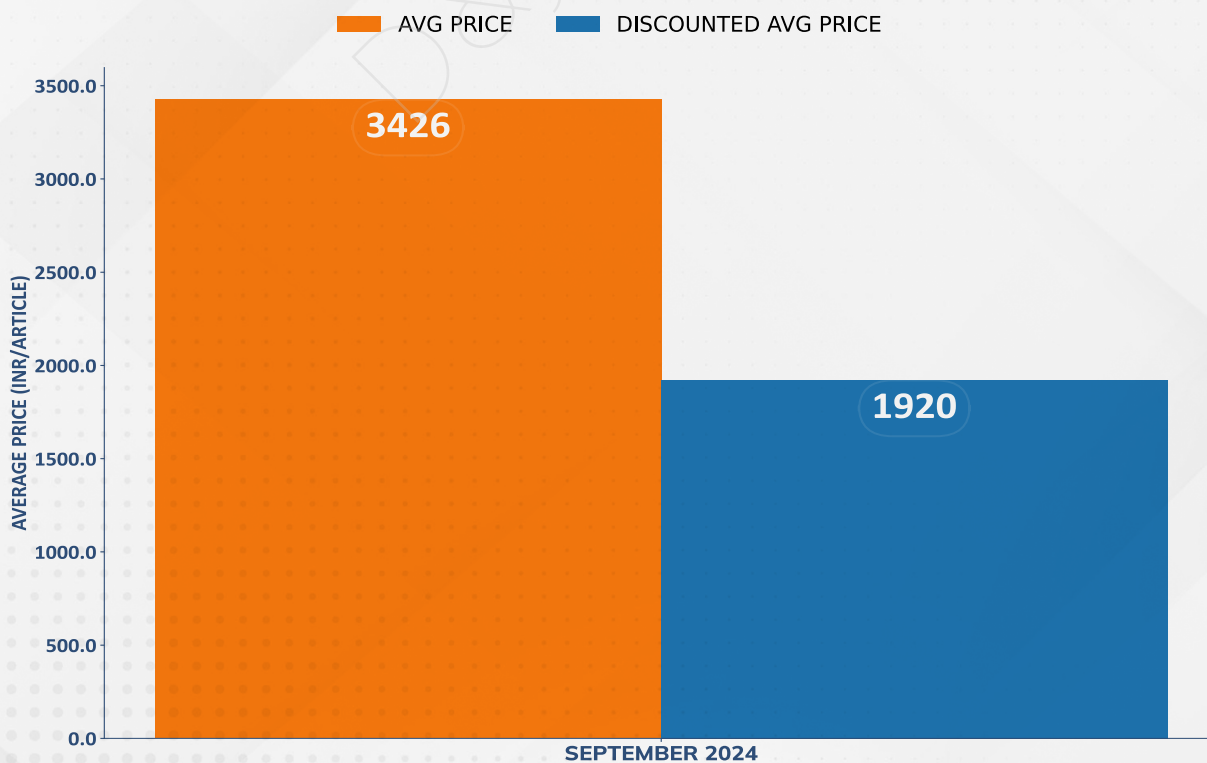
NUMBER OF WOMEN JEANS STYLES OFFERED AND DISCOUNTED

▶ **Total Style: 194** ◀



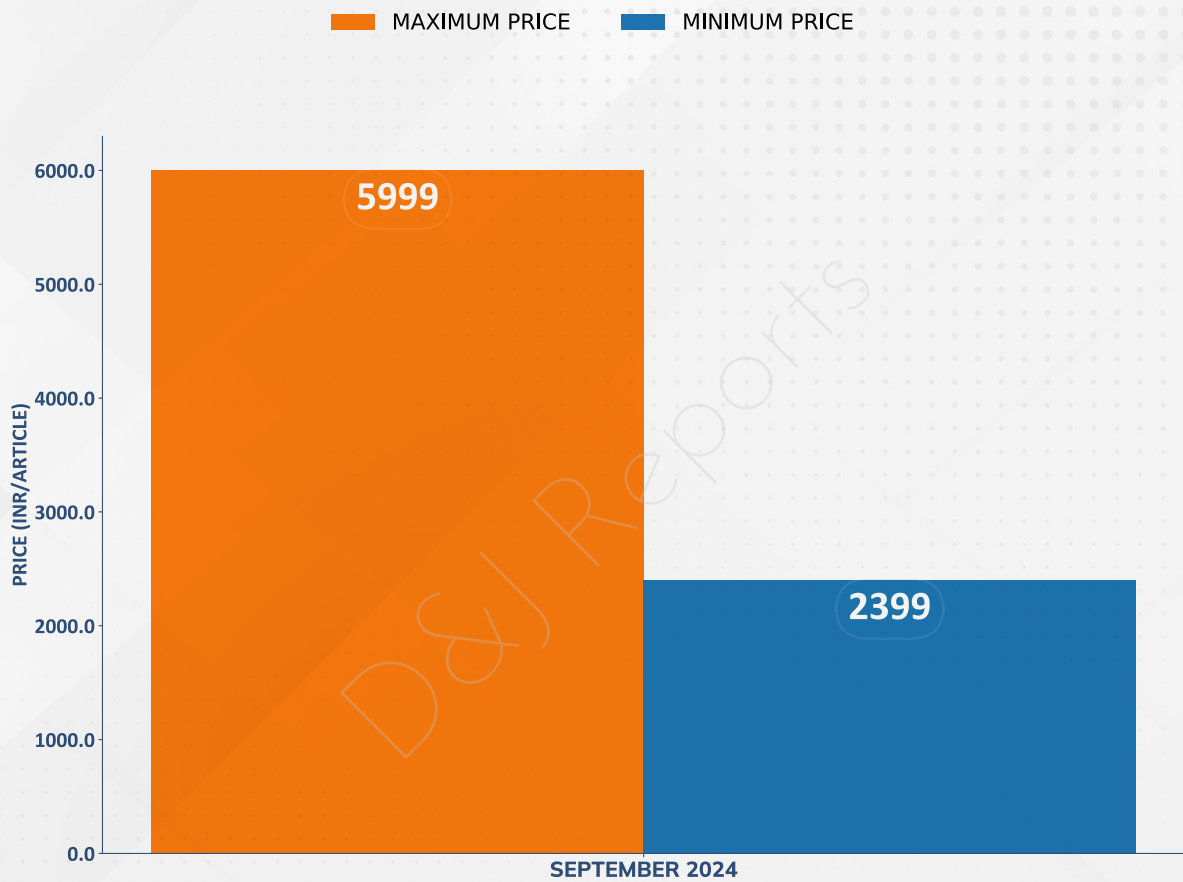
The pie chart shows the percentage of PEPE JEANS' women's jeans styles on discount for the month of September 2024.

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



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

MAXIMUM AND MINIMUM PRICE - WOMEN'S JEANS



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 **PEPE JEANS' women's jeans** in the **month of September 2024**.

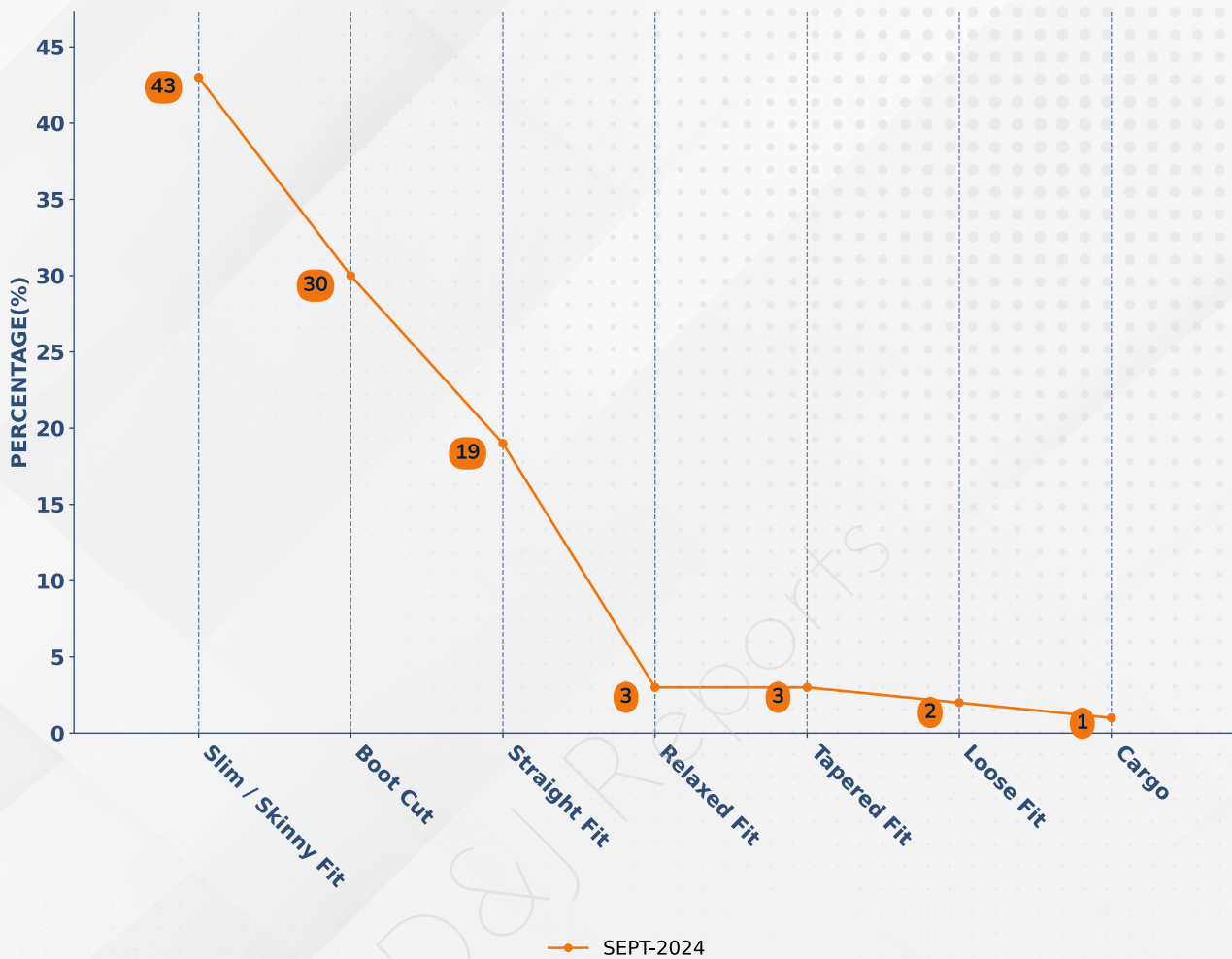
Fabric Compositions In Women's Jeans Styles

Fabric_Composition	No of Products	% of Total Styles
68-86% Cotton 13-30% Polyester 1-4% Elastane	66	34
98-99% Cotton 1-2% Elastane	33	17
100% Cotton	22	11
58-74% Cotton 13-26% Polyester 2.5-14% Viscose 1.5-2% Elastane	20	10
80% Cotton 16-17% Polyester 3-4% Lycra	10	6
71% Cotton 18% Polyester 9% Ecovero 2% Elastane	7	4
98.5% Cotton 1.5% Lycra	3	2
82% Cotton 17% Elastomultiester 1% Polyester	2	1
58% Cotton 26% Polyester 14% Viscose 2% Lycra	2	1
71% Cotton 18% Polyester 9% Viscose 2% Ecovero	2	1

Note: PCW means *post consumer waste* and PIW means *post industrial waste*

PEPE JEANS' product range demonstrates the **brand** is embracing modern **fabric compositions** by the use of **Polyester** along with **Elastane**. This indicates a responsive approach to consumer demands for both **quality** and **comfort denim**. As **comfort** and **durability** becomes increasingly important in **fashion**, **Pepe Jeans'** varied **fabric compositions** position them well to cater to evolving market preferences.

FITS % - WOMEN'S JEANS STYLES

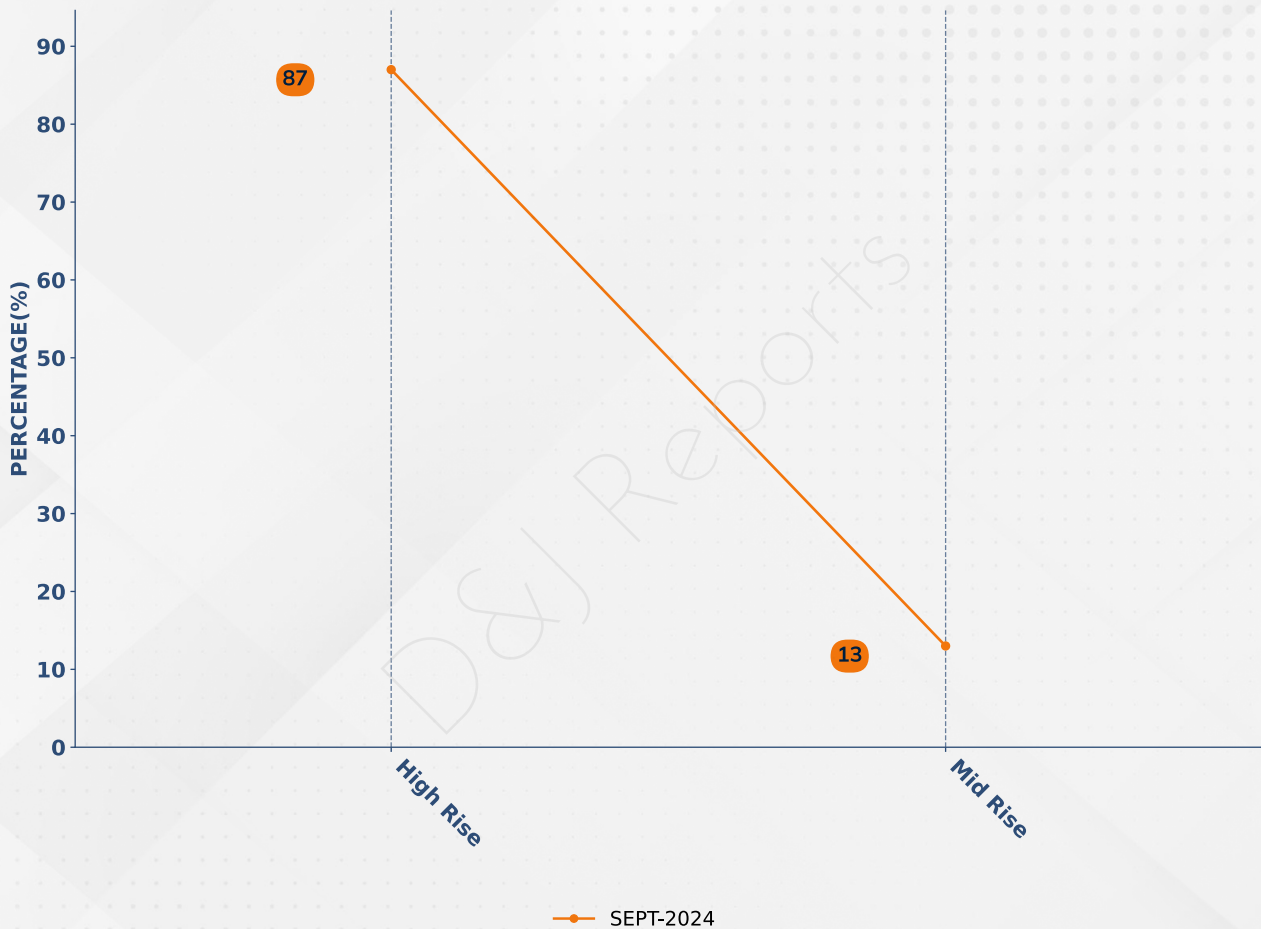


Note: Fits can often be overlapping. Eg a jean might be tight at the thighs and boot cut at the bottom. We have considered only the one which is the more prominently focused on by the brand without considering overlaps.

The distribution of **fits** in **women's jeans styles** reveals a clear consumer preference for **Slim/Skinny Fit**, which dominates the **fits** with **43%** of the **total styles**. This reflects a strong inclination towards a more **fitted silhouette**, catering to consumers who prefer a sleek and modern look. **Boot Cut** comes in second at **30%**, indicating a significant demand for this versatile **fit**, known for its balance between **comfort** and **style**.

Straight Fit ranks **third**, accounting for **19%** of the market share, showcasing a continued preference for classic, timeless **silhouettes**. **Relaxed Fit** and **Tapered Fit** both hold **3%**, indicating more niche preferences for these **comfortable** yet less prominent **styles**. **Loose Fit** stands at **2%**, while **Cargo styles** represent just **1%** of the total, confirming that these **fits** remain minor players in the overall **fit** landscape.

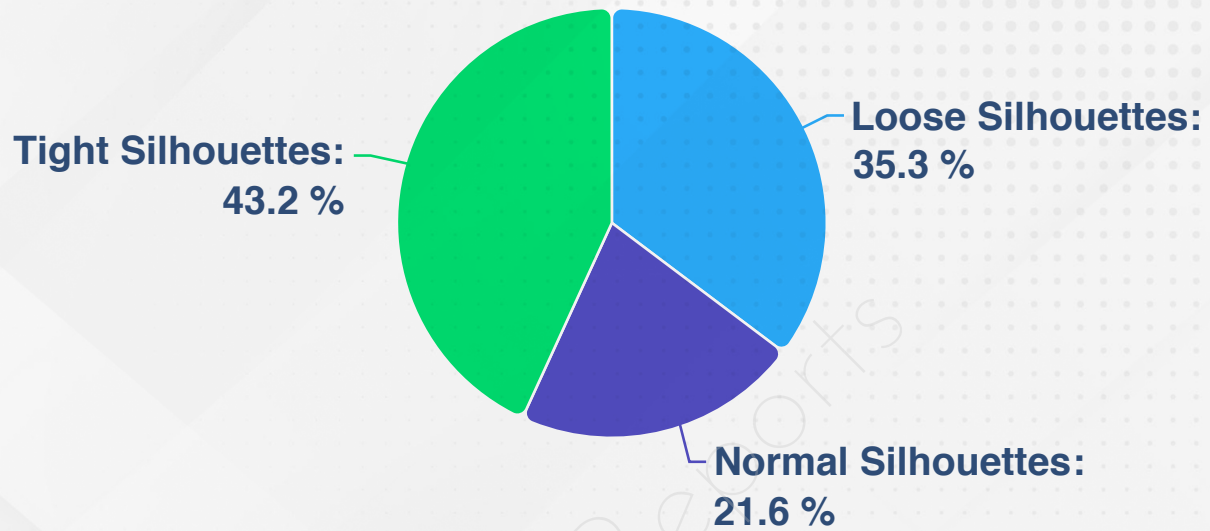
RISE % - WOMEN'S JEANS STYLES



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



BROAD FIT ORIENTATION - WOMEN'S JEANS STYLES



Note : Classification used for broad silhouettes

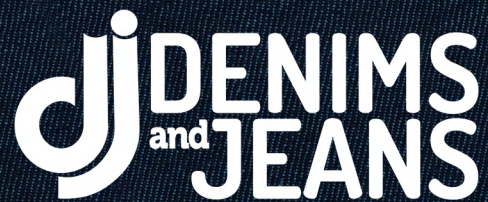
Loose Silhouettes include : Anti Fit , Loose Fit , Boot Cut , Cargo , Jogger , Shrink To Fit , Relaxed Fit

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 **women's jeans** at **Pepe Jeans** in **INDIA**, based on **194 Styles**, offering a snapshot of consumer preferences in styles.

Advertisement



2025 SHOW DATES

EGYPT
1ST EDITION

2-3 FEB.
IHG CITYSTARS
CAIRO

INDIA
7TH EDITION

14-15 MAY
THE LALIT ASHOK BANGALORE,
INDIA

VIETNAM
7TH EDITION

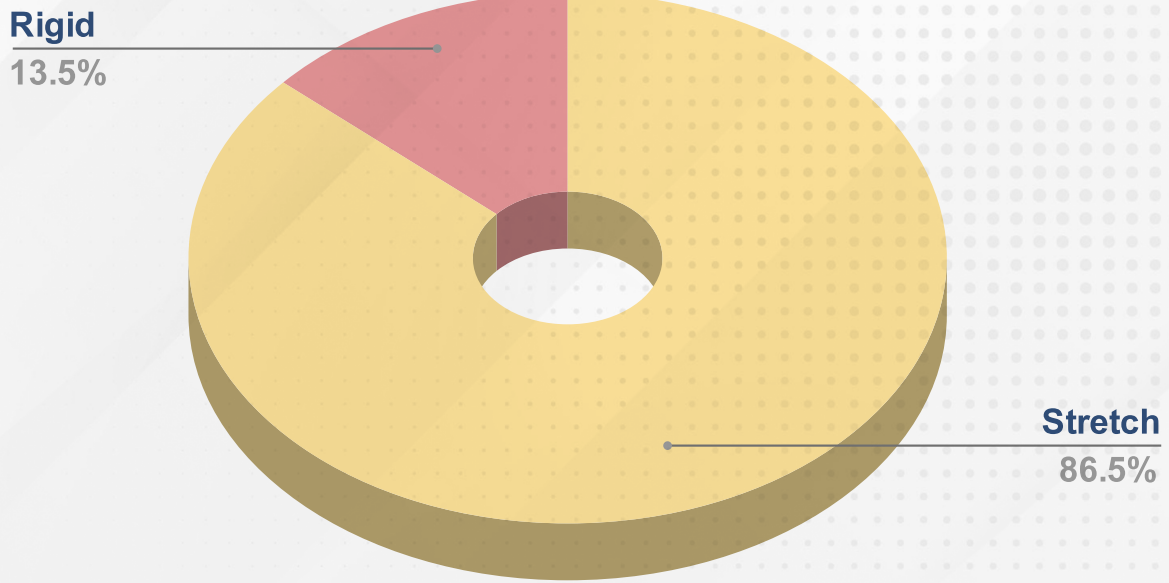
25-26 JUNE
RIVERSIDE PALACE, DIST. 4,
HO CHI MINH, VIETNAM

SAVE THE DATES

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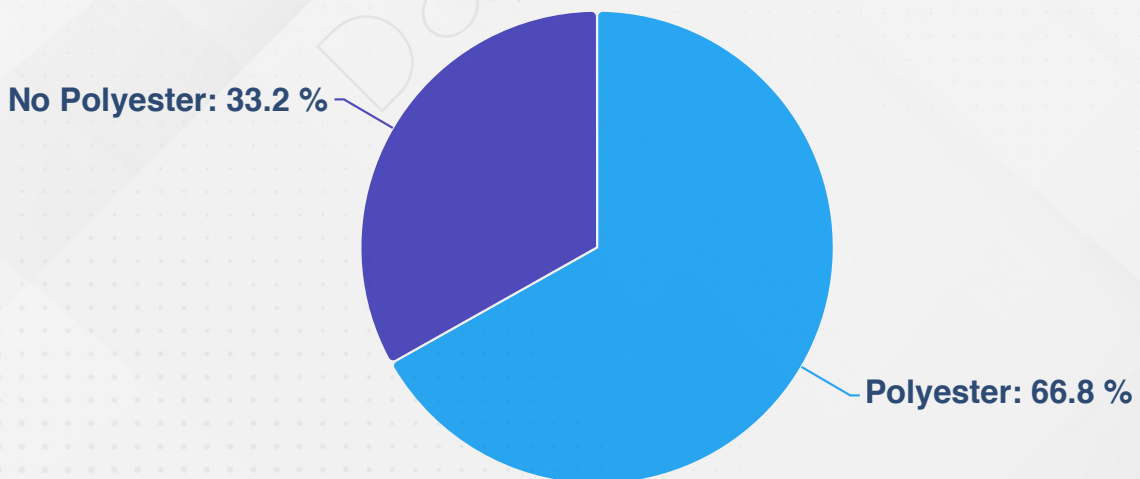
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STRETCH VS RIGID STYLE % OF MEN'S JEANS STYLES



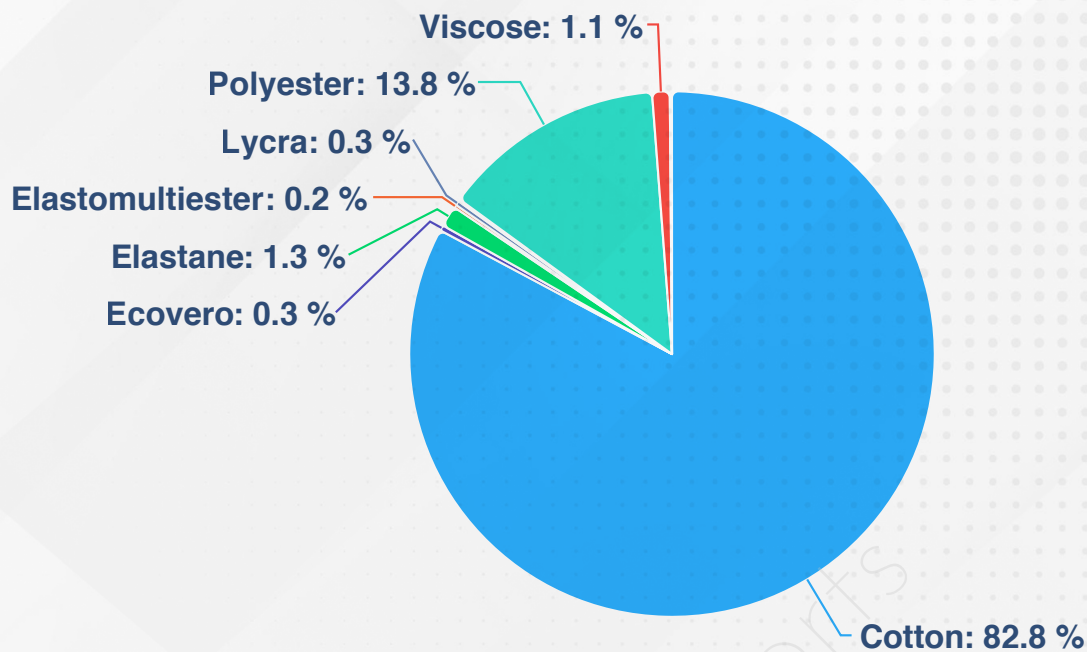
The pie chart illustrates the percentage distribution of women's jeans by fabric stretch (Rigid and Stretch) for Pepe Jeans INDIA in September 2024.

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



The significant incorporation of polyester in about 67% of Pepe women's jeans indicates a strategic shift towards enhancing the durability, elasticity, and overall performance of denim. This trend reflects a consumer preference for practical, versatile clothing that aligns with modern lifestyle needs. While polyester offers benefits such as improved shape retention and colorfastness, it is crucial to consider its environmental impact. The continued use of blended fabrics like polyester suggests that PEPE is effectively adapting to market demands, balancing traditional denim qualities with contemporary material innovations.

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



While traditional denim production relied heavily on **100% cotton**, **Pepe Jeans'** modern approach in the **Indian market** shows a clear shift towards a blend of **materials**, with **cotton** still being the dominant component at around **83%**. However, the increasing use of synthetic **fibres**, such as **polyester (14%)**, reflects a growing trend of incorporating performance-enhancing **materials**.

This blend indicates a response to market demands for durability, **stretch**, and **sustainability**. **Polyester**, which enhances **strength** and **longevity**, constitutes a significant portion of the **material composition**, while elastane (**1.3%**) and lycra (**0.3%**) are introduced for **flexibility**, contributing to the **comfort** and **stretch** of the **jeans**.

Notably, the inclusion of **fibres** such as **viscose (1.1%)** and **ecovero (0.3%)**, both of which are sustainable alternatives, highlights the **brand's** efforts towards **eco-conscious** production. The trace presence of **nylon (0.1%)**, **elastomultiester (0.2%)**, and other **materials** further exemplifies a growing trend toward **multi-fiber blends**, which are increasingly popular for offering enhanced **functionality** and **sustainability** benefits.

As the **denim** industry evolves, a focus on balancing performance, **sustainability**, and cost efficiency will be crucial for **brands** like **Pepe Jeans** to stay competitive in both **local** and **global markets**.

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mktg3@denimsandjeans.com

Thanks



Team Denimsandjeans

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**UPCOMING
SHOWS**

2025

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2-3 FEB.
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INDIA
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BANGALORE
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