

SUPERDRY - INDIA

MEN JEANS STYLES

ANALYSIS SEPTEMBER 2024

(ONLINE RETAIL ONLY)

FREE REPORT BY
DENIMSANDJEANS R&D TEAM



D & J

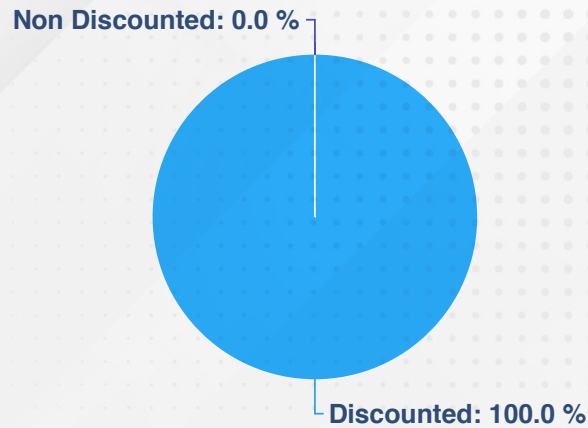
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NUMBER OF MEN'S JEANS STYLES OFFERED AND DISCOUNTED

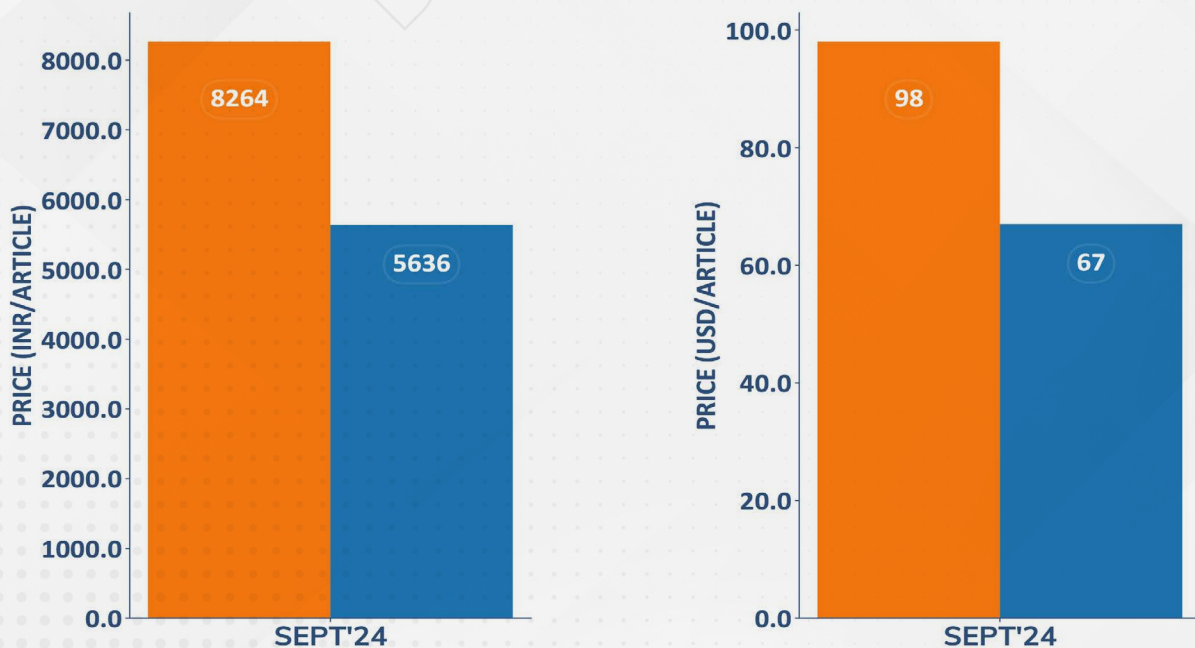
▶ **Total Style: 79** ◀



The pie chart shows the percentage of **SUPERDRY INDIA** Men's jeans styles on discount which is **100 %** for the month of **September 2024**.

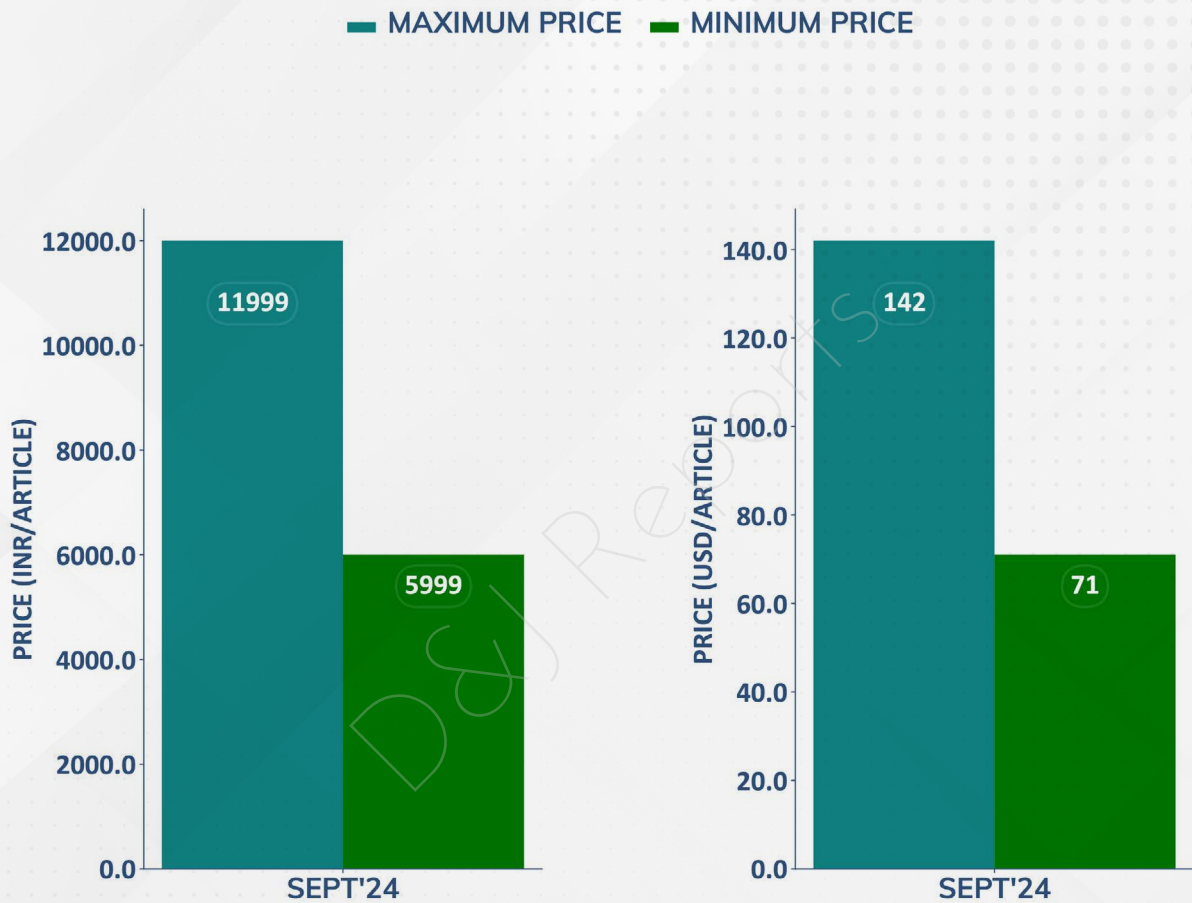
AVERAGE PRICE [INR] & [USD] OF MEN'S JEANS STYLES BEFORE AND AFTER DISCOUNT

— AVG. PRICE — DISCOUNTED AVG. PRICE



The accompanying graph illustrates the average price trajectory of **SUPERDRY INDIA'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 **SUPERDRY INDIA** Men's jeans in the month of **September 2024**.

Fabric Compositions In Men's Jeans Styles

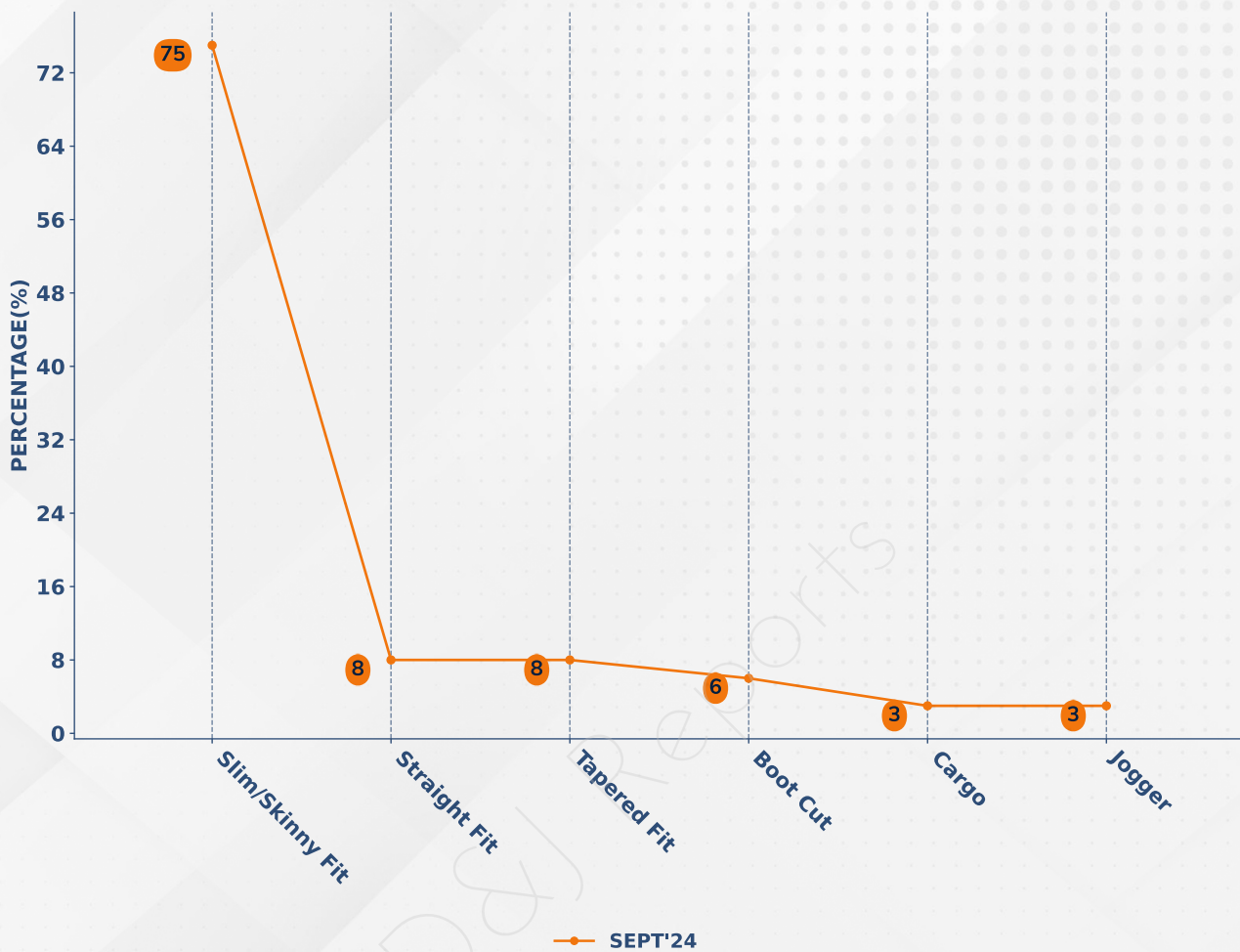
Fabric_Composition	No of Products	% of Total Styles
100% Cotton	39	50
100.0% Organic Cotton	32	41
98.0% Organic Cotton 2.0% Elastane	2	2.6
98-99% Cotton 1-2% Elastane	2	2.6
82.0% Cotton 17.0% Polyester 1.0% Elastane	1	1.2
74.34% Piw 24.62% Organic Cotton 1.04% Elastane	1	1.3
95.0% Cotton 5.0% Elastane	1	1.2

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

The table presents the fabric composition details for **Superdry** men's jeans in India as of **September 2024**. The table shows different fabric compositions, the number of styles available for each, and their corresponding percentage out of the total.

Key details include a use of "**100% Cotton**," which is featured in 39 styles, making up 50% of the styles. "**100.0% Organic Cotton**" is the next most common composition, used in 32 styles, accounting for 41% of the total. Other compositions, such as blends of organic cotton with elastane or polyester, are much less frequent, representing only 1-2.6% of the styles.

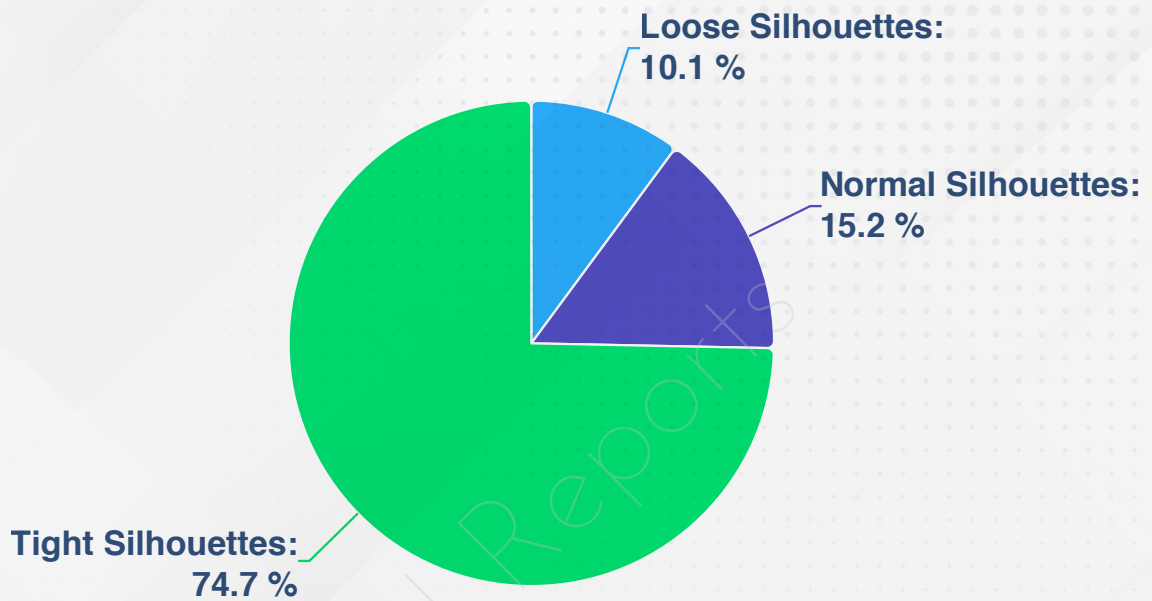
FITS % - MEN'S JEANS STYLES



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 **Superdry** men's jeans in India as of **September 2024**. The data includes seven fit categories, with "**Slim/Skinny Fit**" being the most dominant at 75%, which is significantly higher than all other categories. The graph indicates a steep drop-off after this category, showing the popularity of this fit. Other fit types are much less common, with "**Straight Fit**" and "**Tapered Fit**" each making up 8%, followed by "**Boot Cut**" at 6%, "**Cargo**" at 3%, and "**Jogger**" 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

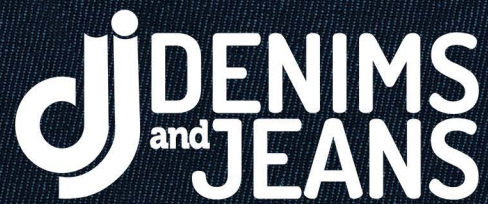
Loose Silhouettes include : Anti Fit , Loose Fit , Boot Cut , Cargo , Jogger , Shrink To Fit , Relaxed Fit

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 **SUPER-DRY** in INDIA, based on **79 Styles**, offering a snapshot of consumer preferences in styles.

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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

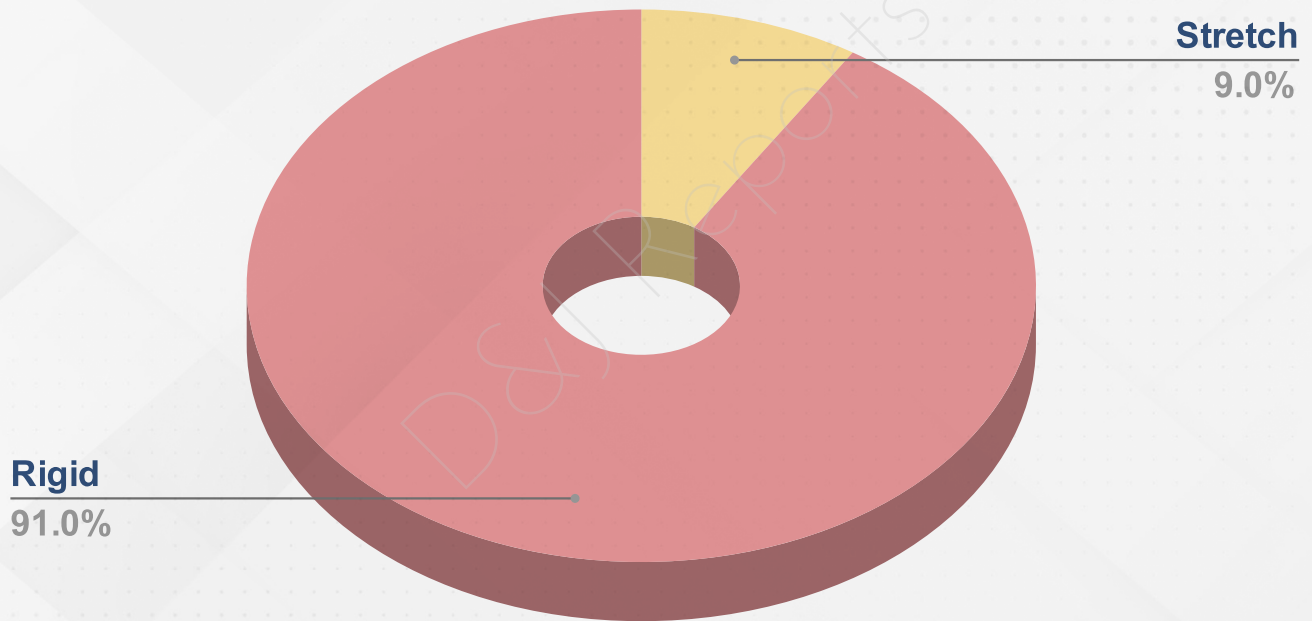
25-26 JUNE
RIVERSIDE PALACE, DIST. 4,
HO CHI MINH, VIETNAM

SAVE THE DATES

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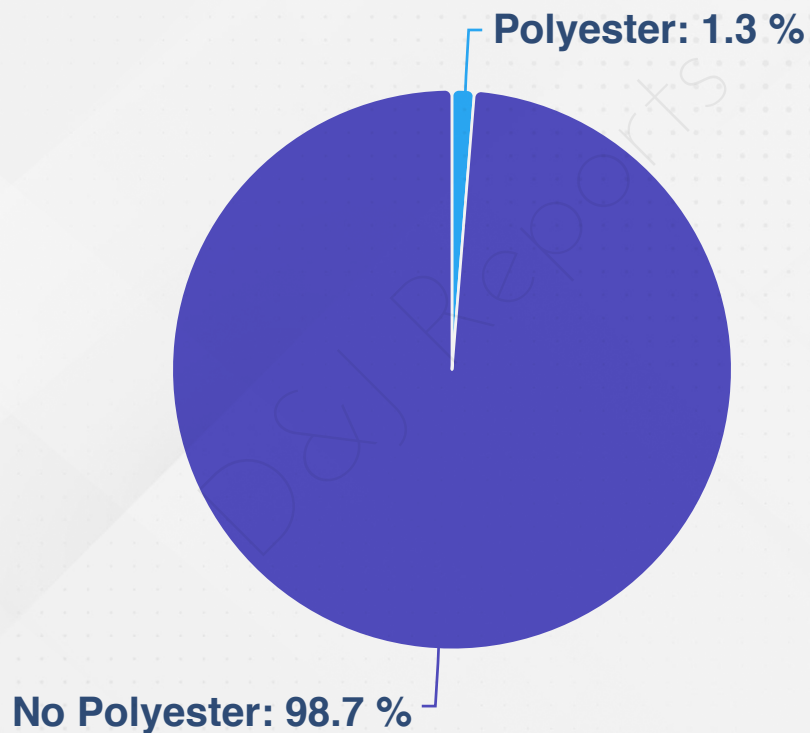
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STRETCH VS RIGID STYLE % OF MEN'S JEANS STYLES



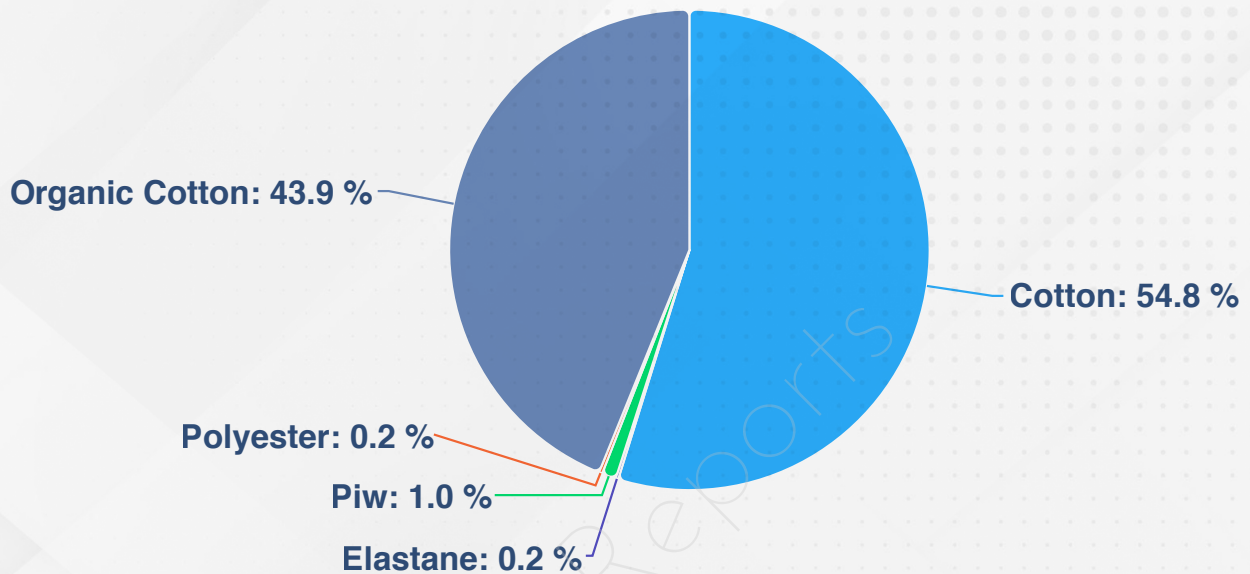
The pie chart illustrates the percentage distribution of Men's jeans by fabric stretch (Rigid and Stretch) for **SUPERDRY INDIA** in **September 2024**.

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



The pie chart displays the percentage of men's jeans styles by polyester content for **Superdry** in India, as of **September 2024**. A vast majority (**98.7%**) of the styles contain no polyester, while only **1.3%** include polyester.

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



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

This pie chart provides a breakdown of the average percentage of materials by weight used in men's jeans from the brand **Superdry**, specifically in India, for the time period of **September 2024**. The chart illustrates that normal **cotton** comprising 54.8% of the jeans. **Organic cotton** follows as the second most used material at 43.9%, reflecting a significant focus on sustainable textile sourcing in the manufacturing process.

The remaining materials make up a much smaller portion of the composition. **Polyester** and elastane are both used minimally, at just 0.2% each. Additionally, 1.0% of the material consists of **PIW** (pre consumer and post industrial waste). This distribution suggests that while the majority of the jeans are made from natural fibers, a small amount of synthetic materials is included to likely enhance durability or stretchability.

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Thanks



Team Denimsandjeans

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**UPCOMING
SHOWS**

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