

Jeans in the Czech Republic

November 2023

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Jeans in the Czech Republic - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Resale and second-hand market challenges especially premium and super premium brands High-rise straight jeans and boot cut jeans are back in fashion

Levi's opens the largest outlet in Europe in the Fashion Arena

PROSPECTS AND OPPORTUNITIES

Changes in work dress codes to support retail volume sales Growing athleisure trend could limit the growth in demand for jeans Eco-friendly credentials set to gain momentum

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