

CONSUMERS ON APPAREL ISSUES

CUSTOMER COMMENTS: DENIM JEANS

Cotton Incorporated's *Customer Comments Research*™, which includes analysis of over 200,000 customer reviews of apparel products, reveals that dissatisfaction with clothing quality is the highest for denim jean purchases.



Customer reviews of denim jeans, from multiple retail channels and price points, highlight issues with stretch recovery, comfort, and thin fabrics.



ISSUES: STRETCH RECOVERY & COMFORT

PRICE: \$19.99
FIBER CONTENT: 72% Cotton/27% Polyester/
1% Spandex
RATING: 1 out of 5 stars

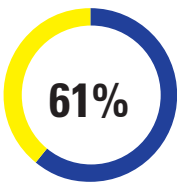
"I have worn these jeans for years and been very satisfied until now. These jeans if you have ever worn them before look at your tags. **The tag used to say 98% cotton and used to retain its shape to the body. Now the tag says only 72% cotton and once they stretch the least little bit they do not bounce back to conform to your body.** They stretch, stay stretched out and they are very baggy and uncomfortable not to mention the new blend they are using for the denim is very itchy.... Mine are going back to the store and not shopping [this retailer's] stores or [this retailer's website]. Very disappointed."
~Mass Merchant Customer

ISSUES: THINNER FABRICS & FIT

PRICE: \$58.00
FIBER CONTENT: Cotton/Polyester
RATING: 1 out of 5 stars

"I've been buying this style jean for years, but the two I just bought (one black and one blue) were terrible. **The denim was as thin as paper. And I don't mean it was light weight denim for the summer; I mean it was so thin that I think elevated cotton prices have forced [brand] to cut quality to save money.** My bed sheets are thicker. Also, the legs were cut much narrower than the normal [brand] style has ever been and the waist band in the back was way to big. Horrible quality and badly cut. Stay away from these."
~Department Store Customer

Consumers have noticed and are dissatisfied that other fibers have been substituted for cotton in denim jeans and indicate that new fibers do not perform as well as cotton.



More than 6 out of 10 consumers say they are bothered retailers would substitute synthetic fibers for cotton in their jeans.

Analysis of denim jean customer reviews reveal that fading (23%), shrinking (22%), stretch recovery (19%), wear and tear (16%), and odor (10%) were the top performance issues.



ISSUE: STRETCH RECOVERY

PRICE: \$40.00
FIBER CONTENT: 88% Cotton/10% Polyester/
2% Spandex
RATING: 1 out of 5 stars

"I'm thinking of writing a real letter on paper to express my disappointment in these jeans. I tried them on immediately and they fit beautifully. just like the [brand] of years past.... I washed and dried them as directed, put them on feeling really good and Within An Hour they had stretched out to ridiculous proportions. I could take them off and put them back on without undoing the fly! **They were HUGE and Baggy and I felt like a Rodeo Clown by the end of the day...I won't be buying any more until they return to 100% cotton.** I would return them if I could but because they fooled me out of the package I doubt I'll get my money back."
~Specialty Store Customer

ISSUE: FABRIC ODOR

PRICE: \$10.80
FIBER: 68% Cotton/19% Polyester/12% Rayon/
1% Spandex
Rating: 1 out of 5 stars

"I purchased, washed and then wore these jeans and kept wondering while I was in my car and on my way to work "what is that smell?" **I was mortified when a coworker told me flat out you stink! Went out on my break and bought a pair of pants and threw the stinky jeans in the trash.**"
~Specialty Store Customer

Addressing common textile problems to resolve denim jean performance issues and providing the proven quality that cotton-rich jeans deliver will be essential to improve jeans sales and to ensure that jeans remain competitive with other apparel products.

Look for additional reports on Cotton Incorporated's groundbreaking customer comments research on www.lifestylemonitor.cottoninc.com. Cotton Incorporated's *Customer Comments Research*™ includes analysis of over 200,000 customer reviews, posted from 2010 to 2013, on nearly 25,000 apparel products.