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Levi's says baggier 'balloon' jeans are in – 12th April, 2021

Level 4

Fashion changes, particularly for jeans. The latest trend is baggy jeans. Many fashion lovers say this is because of coronavirus. Many people put on weight during the pandemic, so their older skinny jeans don't fit. The CEO of Levi's spoke about the latest trend in baggier jeans. He said: "I think the pandemic definitely played a...role in consumers looking for a more comfortable, more relaxing denim." He said consumers have liked the baggy look before.

The CEO said baggier jeans could last for a decade. Skinny jeans are out and "balloon jeans" are in. He said: "The last real denim cycle was driven by skinny jeans. That cycle lasted about 10 years." He said skinny jeans would not go away, "but clearly, right now we are seeing a very strong demand for these looser fits". Levi's CFO said: "Some time in 2020, we came up with the balloon jeans, and we have seen people becoming a lot more casual."

Level 5

Fashion is ever-changing, particularly so for jeans. The latest trend is baggy jeans. Many fashion lovers attribute these looser-fitting jeans to coronavirus. Many of us put on weight during the pandemic, so we can no longer fit in our skinny jeans, which have been in for the past few years. The CEO of Levi's spoke about the latest trend in baggier jeans. He said: "I think the pandemic definitely played a contributing role in consumers looking for a more comfortable, more relaxing denim." He added: "This is not the first time we've seen this [baggy look] resonating with consumers."

The CEO predicted the new fashion in jeans could last for a decade. Skinny jeans are out and "balloon jeans" are in. He said: "Some people have said that this is going to create a new denim cycle....The last real denim cycle was driven by skinny jeans. That cycle lasted about 10 years." He added: "I don't think skinny jeans are ever going to go away completely, but clearly, right now we are seeing a very strong demand for these looser fits." Levi's CFO said: "Some time in 2020, we came up with the balloon jeans, and we have seen people becoming a lot more casual."

Level 6

Fashion is ephemeral. This is particularly so for jeans. The latest trend in jeans is the baggy look. Many fashionistas are attributing this switch to looser-fitting jeans to coronavirus. Many of us have put on weight during the pandemic. As a result, we can no longer slide into our skinny jeans, which have been all the rage for the past few years. Chip Bergh, the CEO of top jeans maker Levi Strauss & Co., spoke about the latest trend in baggier jeans. He said: "Cycles do come and go, and I think the pandemic definitely played a contributing role in consumers looking for a more comfortable, more relaxing denim." He added: "This is not the first time we've seen this [baggy look] resonating with consumers."

Mr Bergh predicted that the new fashion in jeans could last for a decade, and that skinny jeans are out and "balloon jeans" are in. He said: "Some people have said that this is going to create a new denim cycle, and we think that that could very well be true. The last real denim cycle was driven by skinny jeans. That cycle lasted about 10 years." He added: "I don't think skinny jeans are ever going to go away completely, but clearly, right now we are seeing a very strong demand for these looser fits, both the men's side of the business, as well as the women's side." Levi's CFO Harmit Singh agreed. He said: "Some time in 2020, we came up with the balloon jeans, and we have seen people becoming a lot more casual."