

Women's Relaxed Fit Double L Jeans

OVERALL PERFORMANCE

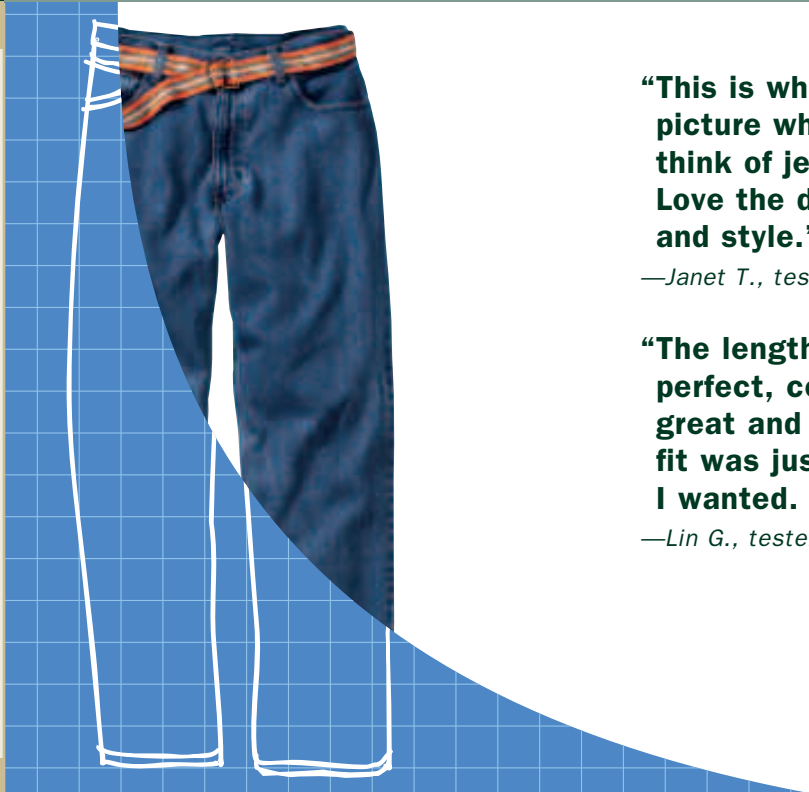
- L.L.Bean leads in all categories.
- Testers were pleased with how the L.L.Bean jeans fit at the waist, legs and hips. Competitor styles were perceived as being boxier and less fitted.
- Testers found them to be stylish, well made and comfortable to wear.
- The fabric was just the right weight—not too heavy or flimsy.
- The jeans felt comfortable against the skin.
- They had great afterwash appearance—didn't fade or blotch in the wash.

FAVORITE FEATURES

- Relaxed but not too baggy
- Heft of the fabric
- Flattering to figure
- Great color, no fading
- Deep pockets

SUMMARY/CONCLUSION

The L.L.Bean Double L® Jeans received the highest ratings in all categories. Testers found these jeans fit better and were of higher quality denim than the competitor jeans. They also found these had classic denim jean styling and were comfortable to wear. All the field testers would purchase the L.L.Bean Jeans above others.



“This is what I picture when I think of jeans. Love the design and style.”

—Janet T., tester

“The length was perfect, color great and relaxed fit was just what I wanted.”

—Lin G., tester

Scale is 1-7, 7 being the best.	L.L.BEAN Women's Relaxed Fit Double L Jeans	COMPETITOR 1 Relaxed Fit Jeans	COMPETITOR 2 Relaxed Fit Jeans
Total Average Score	6.5	6.2	5.8
Price	\$29.50	\$29.50	\$39.50
Fit/Comfort			
Style/Design/Construction			
Fabric Hand/Weight			
Durability/Quality			
Afterwash Appearance			