ENOCH DIGITAL SOLUTION

BRANDED CLOTHING PRODUCT RESEARCH

40 product opportunities • 8 collections • Brand-led trend references

Nike • Jordan • adidas Originals • Balenciaga • Levi's • Diesel • Trapstar • Corteiz • Stüssy • SKIMS and more

Prepared for ecommerce product selection and supplier validation

How to use this research

This revised list focuses on recognisable, trend-led brand references instead of generic unbranded basics. It combines styles shown in official brand assortments or public bestseller pages with adjacent brand-led opportunities. This is a shortlist for validation—not proof that every item is a top seller in your target market.

Important sourcing distinction: cost and retail bands are planning estimates, not supplier quotes. Asterisked ranges are especially broad. For genuine Nike, Jordan, adidas, Balenciaga, Levi's and other branded goods, use authorised distributors or verifiable legitimate wholesalers and obtain invoices/authenticity evidence. Do not buy counterfeit logo products or list replicas as authentic.

Business note: Balenciaga is a luxury-price reference, not a typical low-cost dropshipping product. For a lower-cost model, separately research unbranded pieces with similar fits/aesthetics and no copied logos, protected graphics, or misleading brand claims.

Public research sources

- Nike official clothing best sellers
- Nike men's best-selling clothing
- adidas official best sellers
- Balenciaga official ready-to-wear
- Levi's UK best sellers
- Who What Wear Fall 2026 shopping data

Tops and T-Shirt

Product / style reference	Brand	Trend angle	Est. sourcing	Potential retail	Priority
Nike Sportswear Premium Essentials T-shirt	Nike	Heavyweight logo tee	€18–35	€35–65	High
Jordan Flight Essentials oversized tee	Jordan	Oversized graphic/patch tee	€18–35	€35–65	High
adidas Originals graphic/ringer tee	adidas Originals	Retro logo / graphic tee	€15–30	€30–55	High
Balenciaga oversized logo T-shirt	Balenciaga	Luxury oversized tee	€250–500*	€450–900*	Niche
Stüssy stock-logo / graphic tee	Stüssy	Streetwear logo tee	€25–50*	€45–90*	High

Before listing: verify exact model/season, supplier legitimacy, stock, shipping, returns, product-photo rights and authenticity. Brand-name products require proof of authenticity and lawful resale.

One piece clothing

Product / style reference	Brand	Trend angle	Est. sourcing	Potential retail	Priority
Nike/Jordan relaxed T-shirt dress	Nike / Jordan	Sport-lifestyle dress	€20–40	€40–75	Medium
adidas Originals 3-Stripes dress	adidas Originals	Sporty dress	€20–45	€40–80	Medium
Balenciaga oversized shirt dress	Balenciaga	Luxury oversized silhouette	€250–600*	€500–1,200*	Niche
SKIMS fitted stretch dress	SKIMS	Minimal body-skimming fit	€30–65*	€60–130*	Medium
Calvin Klein casual shirt dress	Calvin Klein	Minimal branded style	€30–70*	€60–140*	Medium

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Jeans

Product / style reference	Brand	Trend angle	Est. sourcing	Potential retail	Priority
Levi's 501 Original / 501 '90s jeans	Levi's	Classic straight / relaxed denim	€35–70	€70–130	High
Balenciaga baggy jeans	Balenciaga	Luxury extra-baggy denim	€350–700*	€650–1,400*	Niche
Diesel relaxed / baggy denim	Diesel	Statement washes and denim	€70–160*	€140–300*	Medium
G-Star loose / relaxed jeans	G-Star	Utility-led relaxed denim	€35–80*	€70–160*	Medium
Pull&Bear baggy / wide-leg jeans	Pull&Bear	Accessible trend-led denim	€15–35*	€30–65*	High

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Hoddies and jackets

Product / style reference	Brand	Trend angle	Est. sourcing	Potential retail	Priority
Nike Sportswear Club Fleece pullover hoodie	Nike	Core fleece hoodie	€25–45	€50–85	High
Jordan Brooklyn oversized hoodie	Jordan	Basketball/streetwear hoodie	€30–55	€60–100	High
adidas Originals track jacket	adidas Originals	Retro 3-stripe zip jacket	€25–55	€50–100	High
Balenciaga oversized zip hoodie	Balenciaga	Luxury oversized hoodie	€300–650*	€600–1,300*	Niche
Trapstar Irongate / tracksuit jacket	Trapstar	UK streetwear outerwear	€40–100*	€80–200*	High

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Baggy Trousers

Product / style reference	Brand	Trend angle	Est. sourcing	Potential retail	Priority
Nike Tech Fleece / oversized woven pants	Nike	Technical jogger / loose trouser	€30–65	€60–120	High
Jordan Brooklyn fleece/open-hem pants	Jordan	Relaxed open-hem pants	€25–50	€50–95	High
adidas Originals loose track pants	adidas Originals	Retro stripe track trousers	€25–55	€50–100	High
Balenciaga baggy sweatpants	Balenciaga	Luxury oversized sweatpants	€250–550*	€500–1,100*	Niche
Corteiz cargo / tracksuit bottoms	Corteiz	UK streetwear utility bottoms	€35–90*	€70–180*	High

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Shorts

Product / style reference	Brand	Trend angle	Est. sourcing	Potential retail	Priority
Nike Club Woven Flow Shorts	Nike	Everyday woven shorts	€18–35	€35–65	High
Jordan Brooklyn 9-inch / mesh shorts	Jordan	Basketball-inspired shorts	€20–40	€40–75	High
adidas Originals 3-Stripes shorts	adidas Originals	Retro sportswear shorts	€15–35	€30–65	High
Balenciaga baggy / soccer shorts	Balenciaga	Luxury oversized soccer shorts	€200–450*	€400–900*	Niche
Levi's 405 Standard / loose denim shorts	Levi's	Classic denim shorts	€20–45	€40–85	Medium

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Blouses and Slim gown

Product / style reference	Brand	Trend angle	Est. sourcing	Potential retail	Priority
Calvin Klein fitted logo top / blouse	Calvin Klein	Minimal branded fitted top	€20–50*	€40–100*	Medium
SKIMS long-sleeve fitted top	SKIMS	Stretch body-skimming top	€20–45*	€40–90*	High
Zara satin blouse	Zara	Satin-look draped blouse	€12–30*	€25–60*	High
Balenciaga fashion top	Balenciaga	Luxury top / premium reference	€200–500*	€400–1,000*	Niche
House of CB fitted midi/maxi dress	House of CB	Structured fitted occasion dress	€45–100*	€90–200*	Medium

Before listing: verify exact model/season, supplier legitimacy, stock, shipping, returns, product-photo rights and authenticity. Brand-name products require proof of authenticity and lawful resale.

Home and night wears

Product / style reference	Brand	Trend angle	Est. sourcing	Potential retail	Priority
Calvin Klein cotton/modal pajama set	Calvin Klein	Logo-waistband sleepwear	€25–55*	€50–110*	Medium
SKIMS soft lounge set	SKIMS	Soft fitted lounge co-ord	€30–70*	€60–140*	High
Victoria's Secret satin pajama set	Victoria's Secret	Satin-look sleepwear	€25–60*	€50–120*	Medium
Nike/Jordan fleece lounge set	Nike / Jordan	Sportswear lounge set	€35–75*	€70–150*	Medium
Adanola lounge set	Adanola	Minimal premium athleisure set	€30–70*	€60–140*	Medium

Before listing: verify exact model/season, supplier legitimacy, stock, shipping, returns, product-photo rights and authenticity. Brand-name products require proof of authenticity and lawful resale.

Research notes and recommended next step

Nike's official bestseller pages show products such as Sportswear tees, Club Fleece hoodies, Jordan tees and shorts, and Tech Fleece/woven pants. adidas publishes an official best-sellers page, while Balenciaga's official ready-to-wear assortment includes oversized T-shirts, hoodies, baggy pants, denim, jackets and shorts. These sources confirm product types in brand assortments; they do not establish sales volume for every SKU or prove demand in every country.

Next step: choose the target market and business model. For authentic branded resale, validate authorised supply and margin item by item. For dropshipping, build a separate shortlist of unbranded alternatives with similar silhouettes while avoiding logos, protected graphics and claims of brand affiliation.

Source links

• Nike official clothing best sellers
https://www.nike.com/w/best-clothing-6ymx6z76m50zae6x0

• Nike men's best-selling clothing
https://www.nike.com/w/mens-best-clothing-4brd1z6ymx6z76m50znik1

• adidas official best sellers
https://www.adidas.com/us/best_sellers

• Balenciaga official ready-to-wear
https://www.balenciaga.com/en-us/all/ready-to-wear

• Levi's UK best sellers
https://www.levi.com/GB/en_GB/bestsellers/c/levi_women_promo_bestsellers

• Who What Wear Fall 2026 shopping data
https://www.whowhatwear.com/fashion/shopping/best-selling-who-what-wear-items-fall-2026