

## **New “Curvy” Size Range Recommended for Women**

A new sizing range for women’s fashion garments dubbed ‘Curvy’ has been recommended to match the true ‘pear’ shape of women.

Daisy Veitch, manager director of SHARP Dummies and advocate for a scientific and accurate system of women’s clothing sizes returned to Australia recently with details of the new sizing system recommended by the American Standards and Testing Materials (ASTM) Conference.

ASTM is proposing to introduce new body proportions to add to the existing standards for women’s sizes in their market. The new body proportion dubbed “curvy” will cater for women who have bigger hips in relation to their bust and waist. Dr Kathleen Robinette, a pioneer in using 3-D body scan data for clothing sizing codes, showed duplication in the US misses, junior and women’s sizes while simultaneously showing up to 62% of the US population of women are currently not catered for by existing ASTM size ranges.

Dr Robinette says “this means that existing size ranges overlap, whilst women with larger or smaller hips in relation to their bust and waist size are not catered for in the women’s clothing market”.

Dr Robinette, who was also project director for the highly successful CAESAR survey that measured 4000 people in the USA, The Netherlands and Italy, has introduced new CAESAR sizes based on data collected in the US part of the survey. The new CAESAR Misses size 12 has a 7 cm difference between bust and hip so is more pear shaped than in the Misses of the past. The proposed “Curvy” has a hip 15 cm bigger than her bust.

Ms Veitch said, “The US recommendation completely supports the work we have been doing in Australia.”

“It also supports the anecdotal evidence of women, and the experience they have of shopping for clothes.”

“SHARP Dummies data also shows that at least 50% of the Australian population of women are currently not catered for by the existing standard women’s size ranges. These women are forced to shop in other places, for example, tall women often shop in menswear and small women in children’s wear. Small women who are older often object to children’s styling for themselves, because even if the size is right, they don’t want to wear hipster pants, especially to work.”

“The data shows that not just size but body proportions are also important. Women who have larger hips in relation to their bust and waist size, that is women who are naturally curvy, are not currently catered for in the women’s clothing market,” Ms. Veitch said.

Ms Veitch said the SHARP Dummies average, based on measurements taken from a national Sizing Survey of over 1200 women around Australia in 2002, shows a 9 cm difference between bust and waist. Ms Barbara Davis from ICCON Technology has also reported that a recent study by Rip Curl shows the average Australian girls’ hips are 8cm bigger than their bust.

“These measurements are quite a change from the existing Australian industry average that recommends a body proportion based on a hip measurement only 5-6 cms bigger than the bust,” Ms Veitch said.

Ms Veitch said based on the obvious need for the industry to bring its sizing systems in line with the real shape of women’s bodies SHARP Dummies is introducing to the market a new type of mannequin.

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SHARP mannequins are based on the shapes of real people and simulate the softness of the human body. Developed by the SHARP Dummies team specifically for the apparel development market, the mannequins can replace house models, reducing company's product development time. These "real body" mannequins are soft where a real body is. They also have "skeletons" and allow the mannequin to perform like a live model uniquely enabling the fitting of very tight garments such as jeans and underwear. Multiple copies are available allowing quality control at a remote location.

SHARP Dummies in collaboration with Dr Kathleen Robinette, CEASAR Survey director are also introducing a range of consultancy called fit mapping. This tells you who the clothing fits well and who it doesn't. Fit effectiveness means that the desired population is accommodated without wasted sizes or wasted accommodation regions. Retailers using fit mapping reduce stock and improve fit thereby satisfying more customers.

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