

A Study on Sizing System for Women's Apparel Brands

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The purpose of this study is to set the reasonable size for female garments, suitable to the characteristics of the brand. Additionally, to contribute to the improvement of the fitness of ready-to-wear clothes for adult females through the use of an appropriate size plan for the characteristics of each brand. For this purpose, from the standpoint of the manufacturers, the problems of the size standards that have been used are considered. To achieve this, the present status of sizes manufactured by 27 female garment industries was researched.

The findings are as follows:

There is a difference between the age groups in brand concept and that of consumer purchasing of that brand item. The ages of fitting models usually does not agree with that of the consumers of the designated brands, and therefore it negatively affects the appropriateness of the sizes of ready-made clothes.

In particular, the physique of fitting models was too slender compared to the average physique of consumers for each brand and as a result, the accuracy of fitting decreased. The sizes of the garment manufactured varied according to the targeted age group of the brand, as well as to the characteristics of the garment items. As the targeted age group increases, the boundary of the sizes manufactured widens. There are more variable sizes of clothing in which fitting is critical.

The production ratio of the size of the garment items varied depending on the targeted ages of the brand and the ages of the actual consumer. As the target age group ages, the production ratio in the larger sizes increase. Also, there is a difference between the garment size manufactured and the actual compatible physique, and that was pointed out as a problem.

As for the major alteration points in the garment, there is a difference in frequency of alteration depending on the items. The alteration in the length of jackets and pants was the most frequent.

As a result of this study, in order to improve the appropriateness, the body type and age of fitting models should be controlled not to have many discrepancies from those of

practical consumers. And also, The standards of sizes should be varied to resolve the inconvenience resulting from the size change of waist line and hip sizes of consumers over thirty. Though the target age is those in their twenties, the ages of practical consumers that prefer such brands are distributed from the twenties to thirties. So, it is desirable in case the brand targets the twenties, the size for thirties as well as twenties are produced for improvement of the appropriateness of sizes.