

# **Standardization of body sizes for menswear in Pakistan**



**By**

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## Certificate of Submission

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## Declaration

I hereby declare that the contents of the thesis, “**Standardization of Body Sizes for Menswear in Pakistan**” are product of my own research and no part has been copied from any published (except the references, standard historical and mathematical models/equations etc.) I further declare that this work has not been submitted for award of any other diploma/degree. The University may take action if the information provided is found inaccurate at any stage.

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**Abdul Manan Khalid**

**Date: Spring 2016**

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## Abstract

When we talk about menswear, good fit and clean look are the key points to success for a brand to survive. It is significant to pay attention to every little detail where menswear is concerned, so that they can make them look truly stylish. It is necessary for a brand to fix their size system to achieve a customer's trust and satisfaction. A good fit can only be achieved through actual sizing structure of the body. Unfortunately there is no size system in Pakistan and standard sizes are followed through perception in today's huge garment industry. Good fit is only possible when you have comprehensive research on the society, their living style, eating habits, environment, weather etc.

In last few years, there has been a bigger demand of menswear ready-to-wear garments but no substantial study has been carried out in terms of good fit and to develop a proper size system to satisfy the customer. Garment manufacturing companies have developed sizes either on perception, through data in form of surveys, thorough customer's feedback or basic pattern grading systems.

Brands frequently experience customer dissatisfaction resulting insufficient sales and profit due to non-existence of proper size system. Although sizing problem specifically in menswear is the key to success and concern for the garment industry, but unfortunately neither the government nor the industry has supported or funded for exploration to cultivate sizing system or size charts for gigantic growth of industry.

The objective of this research was to develop a standard size for men to facilitate industry for forthcoming structure of development of size charts through anthropometric study for the purposes of understanding human physical variation in relation with the sizes perceived and followed by menswear brands in Pakistan. Today, anthropometry plays an important role in industrial design, clothing design, ergonomics and architecture where statistical data about the distribution of body dimensions in the population are used to optimize products. Changes in lifestyles, nutrition, and ethnic composition of populations lead to changes in the distribution of body dimensions and require regular updating of anthropometric data collections.

Through this research measurements of 150 men were taken and documented in a size chart individually. Size range was made through the data collected and then segregated size category was obtained. Then the each category was analyzed and the average size was obtained. The data collected and the recommended sizes are just for future reference for study. But size changes after a couple of years because of change in diet, activities, socio-

economic and environmental conditions. The same sizes may be studied and update accordingly.

The research target is to work and explore theories to develop sizing system for further improvement. It will facilitate the clothing companies to develop accurate sizing chart which will facilitate them to achieve good quality clothing with a best fit. This will lead to the customer satisfaction that is much needed to improve sales and growth of garment manufacturers.

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# Chapter 1

## Introduction

It is significant for a menswear brand to facilitate its customers with a good fit. For that purpose brands need to work on their size system to achieve a customer's trust and satisfaction. An acceptable fit can only be attained through sizing structure of the male body. Unfortunately there is no research that has been done on body structure in Pakistan, therefore sizes are charted through perception. Proper fit is only achievable when you have ample research on the public, their life style, food, weather, environment etc. Sizing systems were originally developed to help ready-to-wear (RTW) manufacturers to predict the fit of their potential consumers. Sizing Systems have been studied for decades to achieve the best results. Much work has been done by companies and researchers to improve sizing systems. Studies and reports continue to show that a large percentage of consumers are not satisfied with the fit of RTW.