



## **HOW CURRENT SIZING SYSTEMS MISS THE MARK: A PILOT STUDY**

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The lack of standardized sizing systems and their impact on fit has long been problematic to many, if not most, consumers. These systems are inherently flawed because they are based upon obsolete anthropometric data and an assumption of proportionality that does not exist in society today. This pilot study was conducted to determine the correlation between perceived consumer size, actual consumer size, and current sizing charts used by major retailers and apparel manufacturers.

The sample consisted of 20 female college students. Data were collected to determine the perceived size of each subject and scanned measurements. Size charts were obtained from manufacturers and retailers and comparative analyses were performed.

Data obtained from this study indicate that perceived consumer size lacks accurate correlation to the actual size denoted in each sizing chart. In addition, the proportions in the company charts did not match the measurements of the subjects in the sample.

Issues related to sizing have retarded the growth of many apparel companies while simultaneously creating a niche for others. With the development of mass customization, many of these manufacturers will be forced to re-evaluate their rationale. Since this concept is not a viable alternative for many apparel manufacturers, due to financial issues, the need for size standardization is coming to the forefront of current issues.