



# FINAL IDEATION



# Transgender

The body of research that does examine fit and sizing issues relies on (presumably) cisgender populations of women. In addition, no research has examined the consumer population of transgender individuals and their sizing and fit needs relative to clothing. As a result of the physiological body characteristics distinctive in gender transition (e.g. waist to hip ratio, shoulder breadth) this market demographic likely has unique needs.

Responses in this theme highlight how RTW clothing does or does not fit the body. For example, a transman participant noted, “The way [clothes] fit me, it pissed me off ‘cause they wouldn’t fit me properly because I have this girly body and the clothes are made for men figures,” while another participant responded, “I don’t typically wear women’s clothing... as uh most of my binders don’t fit very well anymore and uh my, my chest just looks really awkward in things that are cut for women.” Likewise, pants were also a problem; a genderqueer participant said, “I’m really short and jeans — boy jeans kind of just look retarded when you’re really short cause the crotch is like that much longer than it should be.”

# SIZE CHARTS

- ◇ INCH TAPE
- ◇ MDF BOARD
- ◇ SIZE CHARTS
- ◇ E-TAILORING
- ◇ EG. ILLUSTRATIONS
- ◇ Manequins



# CONTOUR CLOTHING

- ◇ PLUS SIZE
- ◇ PETITE
- ◇ TEENAGERS
- ◇ STIGMA
- ◇ PAPER OR FABRIC EXTREME SIZED ILLUSTRATION THROUGH BRA
- ◇ MDF Board

# Transgender

- ◊ Fluid fashion
- ◊ Dupatta colorful
- ◊ Symbol (cloth or wool)
- ◊ Sticky notes on it
- ◊ Draped or hanged in a particular style