

The background of the entire image is a dense, overlapping field of three-dimensional numbers in various shades of blue and white. The numbers are rendered with soft shadows, giving them a tangible, blocky appearance. They are scattered across the frame, creating a sense of depth and movement. A solid black rectangular box is positioned on the right side of the image, serving as a backdrop for the text.

SIZE CHARTS

INDIAN SIZE CHARTS

INTRODUCTION

- The truth about size zero is that it is a lie.
- Zero in the US is size 4 in the UK but if translated to “Indian”, it would mean the raised eyebrows of a store salesperson.
- Globally, 14 countries, including China, Spain and Germany, have their own size charts. In India, most home-grown brands adopt US/UK size charts, while international brands sell their global sizes.
- That is just the tip of the confounding arithmetic of apparel sizing that confronts every consumer—male or female, adult or child, extra small or plus-sized. Many countries—like Thailand, the UK, US, Mexico, Italy, Sweden, Japan, China and Korea to name some—have standardized sizing charts. India has none.
- Most Indian women after the age of 50 tend to veer away from tight Western silhouettes; the most common menswear sizes are 38-40. While most brands have six sizes—XS, S, M, L, XL and free size (XXL), the two extremes—XS and XXL—sell the least.
- Medium is the most common size among Indian women, and large, the most common among men. From time to time, Fabindia gives price discounts on XL and XS but not for S, M, L.
- People in south India generally don’t prefer tight-fitted garments while women in Punjab do. Most young women are thinner than they’ve been in the last three decades but women above 50 are heavier than before.

- Our country is different-bodied and following international sizes wasn't a great idea for us," says Hetal Kotak, CEO, aLL, whose online portal has seen a 300-400% jump in business in the last four months. "It's largely because we offer well-fitted and suitably-styled clothing to Indian women, keeping in mind several details like post-pregnancy shape and post-marriage weight gain," says Kotak, adding that their exchange rate is as low as 6-7%.
- Prof. Anand says body measurements are best taken by sophisticated 3D body scanners. "These are like huge X-ray machines run with scanning technology, where an image avatar gets generated. This is a cleaner, faster, no-contact process compared to people manually taking sizes by measurement tapes and getting tired within hours," she says.
- It needs technology, anthropometric surveys, human management, funding and large-scale efforts to take measurements of men, women and children across the nation," says Prof. Anand
- "The concept of size India is the need of the hour. It will address everything from specialized sportswear to prosthetic legs, from forensics to fashion," reiterates Prof. Anand.

Women's Clothing Sizes

Women's Clothing Sizes						
UK	US	Japan	France, Spain & Portugal	Germany & Scandinavia	Italy	Australia & New Zealand
6/8	6	7-9	36	34	40	8
10	8	9-11	38	36	42	10
12	10	11-13	40	38	44	12
14	12	13-15	42	39	46	14
16	14	15-17	44	40	48	16
18	16	17-19	46	42	50	18
20	18	19-21	48	44	52	20

PLUS SIZE

- As you shop, you'll encounter clothing with a simple numerical size, such as 20, as well as pieces with a numerical size and the letter "W." To make things even more complicated, you'll also see general sizes like 2X or XXL.
- **Misses' Sizes** – Plus size clothing items that are sized with a simple number, such as 18, 20, or 22, are often called "misses" sizes. You'll sometimes see them on more youthful looks, but some retailers stick to this type of sizing for all their pieces. Some clothing lines consider anything a size 14 or above a "plus" size, while others start their plus sizing at a 16 or 18.
- **Women's Sizes** – Other pieces are sized with a number followed by the letter "W." This "W" stands for women's sizing, and in general, it means that the clothing is cut with a looser, more relaxed fit. These clothing lines are often made for those with more generous curves and may have more ample bust and hip areas, too. Occasionally, brands add a "Plus" or a "+" after their sizing; this usually means the same thing as a "W."
- **X Sizes** – The X sizing system, such as 2X or XXL is more all-encompassing, and you'll most often find it in pieces that don't have a tailored fit. It is very commonly used for knits and items with more give that require less exacting fits.
- A women's size garment is cut more generously in the waist, hips, and bottom, making it more generously proportioned in these areas than its misses' size counterpart.
- The bust difference between misses' plus size clothing and corresponding women's sizes is smaller, although women's sizes may run fuller. The exact difference depends on the manufacturer. Pants or jeans in women's sizes may also have a taller rise than those with misses' sizing

Bust	Waist	Hip	Women's Size	Misses' Size	Letter Size
43.5	36	46	16W	18	1X/XL
45.5	38	48	18W	20	2X/XXL
47.5	40.5	50.5	20W	22	
49.5	43	53	22W	24	3X/XXXL
51.5	45.5	55.5	24W	26	
54.5	48.5	57.5	26W	28	4X
57	51.5	59.5	28W		

Different plus size brands

ALL SIZE

	aLL Size	Standard	UK	Body Bust(In)	Waist(In)	Hip	Full Length Dress	Tunic	Calf Length
	0	XXL	18	41	41	41	50	34.5	46
	1	3XL	20	43	43	43	50	35	46
	2	4XL	22	45	45	45	50	35.5	46
	3	5XL	24	47	47	47	50	36	46
	4	6XL	26	49	49	49	50	36.5	46
	5	7XL	28	51	51	51	50	37	46
	6	8XL	30	53	53	53	50	37.5	46

NEXUS PLUS SIZE (LIFESTYLE
STORES)

SIZING CHARTS

Standard Size	Brand Size	Bust		Front Length		Across Shoulder	
		INCHES	CM	INCHES	CM	INCHES	CM
16	XXL	41	82	27	68.58	15	30
18	3XL	44	88	27	68.58	15.5	31
20	4XL	47	94	27	68.58	16	32
22	5XL	50	100	27	68.58	16.5	33
24	6XL	53	106	27	68.58	17	34

CONTOUR CLOTHING

PLUS SIZE PROBLEMS FACED

- - **Avon India announces the launch of AVON Lingerie Wear in India**
- “I’ve been seeing a lot of these other brands like Shivan and Narresh jumping onto this (bandwagon),” says model Swati Sucharita. “And their brands don’t even go up beyond an XL-oh, sorry–L.” Sucharita pointed out that it was also infuriating to see the brand employing influencers — who are far from plus-size — and misrepresenting them.

ALL INTIMATE WEAR

#Size Guide



Bra

Size	36	38	40	42	44
Chest	35-37	37-39	39-41	41.5-43	43.5-45
Underbust	31-33	34-36	36-38	38-40	40-42
Overbust					
CUP D	39.5	41.5	43.5	45.5	47.5
CUP DD	40.5	42.5	44.5	46.5	48.5
CUP E	41.5	43.5	45.5	47.5	49.5
CUP F	42.5	44.5	46.5	48.5	50.5
CUP FF	43.5	45.5	47.5	49.5	51.5

ZIVAME WITH PARAFAIT

Parfait Bras			➤
MEASUREMENTS		HOW TO MEASURE	
Size	Under Bust (cm)	Over Bust (cm)	
30 D	66-68	86-88	
30 DD	66-68	88-91	
30 E	66-68	91-93	
30 F	66-68	93-96	
30 FF	66-68	96-99	
30 G	66-68	99-101	
30 GG	66-68	101-104	
30 H	66-68	104-106	

SOLUTION

<https://cacique.lanebryant.com/help/size-chart>

EXTREME SMALL SIZES

Under A sizes flat chested .

WHAT IS PETITE CLOTHING?

Petite clothing is designed to fit women shorter than 164cm to cater for narrower shoulders and shorter vertical proportions. Petite clothing is specialised at the cutting stage of the garment where unique pattern blocks are used compared to the fashion industry standard. Jeetly's clothing is not only designed with styles in mind that look best on petites, it is also cut to petite women's proportions, taking into account measurements such as shorter neck-to-waist length, shorter arm and leg lengths.

The body frame of a petite woman can drown inside regular-sized apparel that we find on the high street; this is why Jeetly exists to take into consideration shorter hemlines, smaller-sized buttons, pockets, belt thickness, prints on fabrics and necklines - all contributing factors to give the petite woman perfect proportions. Alterations become a thing of the past and therefore cut down the cost of purchase for petites.

1. Having a B cup is NOT small!
2. You can't find a bra in less than an A cup
3. You actually look better with your clothes off
You have cried in changing rooms... several times
8. Everyone thinks you're slimmer than you actually are...
9. Until they see you in a bikini
10. When you lie down your boobs vanish completely

Teenagers

Right bra

Flat chested

Little Women

Measuring Guide

Take both measurements as described below in inches and round up 1/4 and 1/2 inches (i.e. if you measure 32.5" key in 33"). Enter the measurements into the relevant boxes in the calculator and click on '**Calculate**' to get your size. If you get a pop up message saying "This size is not available please call..." it could be that you are slightly smaller or bigger than the sizes we stock - call us on +44 (0) 845 862 2480 or email enquiries@littlewomen.com - we will try our best to help!

1. Whilst not wearing a bra, measure around your body **under your bust** in inches, holding the tape firmly but comfortably this is your **"Under Bust"** measurement and should be keyed into the top box labelled **"Under Bust"**.
2. Measure around the fullest part of your bust, ensuring the tape is straight across your back, this is your **"Cup"** measurement and should be keyed into the lower box labelled **"Cup"**.



Shop ▾ Fitting Room ▾ Little Women Outlet Blog

Under Bust
Measurement
(inches)

Cup
Measurement
(inches)

Measurement Calculator

Under Bust
(Inches)

20

Cup
(Inches)

21

SUBMIT

Please enter an under-bust between 24 and 36 inches

What is the size of the bra you usually wear?

Band Size

30

32

34

36

38

Cup Size

AAA

AA

A

B

Shop by Size

30	32	34	36	38
30A Cup Bras	32A Cup Bras	34A Cup Bras	36A Cup Bras	38A Cup Bras
30AA Cup Bras	32AA Cup Bras	34AA Cup Bras	36AA Cup Bras	38AA Cup Bras
30AAA Cup Bras	32AAA Cup Bras	34AAA Cup Bras	36AAA Cup Bras	38AAA Cup Bras

CLOTHING INDUSTRY FOR SHORT MEN

- Men who don't have average builds need to work a lot harder to dress well. Short men, in particular, have a hard time finding clothes that fit properly off the rack.
- Sure, us smaller gents have to put in more effort when it comes to clothing. We often spend more money on alterations or custom clothing than our taller counterparts.
- Most of these shirts would fit perfectly if I were two or three inches taller, and there are plenty of guys who are shorter than me. I mean, this is crazy. “Small” and “medium” clothes don't fit small and medium men. You know who they *do* fit? 6 foot 2 models