

Abstract

Purpose

– The purpose of this paper is to present a model of researching clothing anthropometrics at the Manchester Metropolitan University in the UK (MMU model), to demonstrate steps in devising size charts by analysing raw data, to relate key aspects of size charts to raw data, and to generate debate on such methods that impinge on the disseminated knowledge in this specialised area. Although sizing is important to consumers, retailers and manufacturers, this area has received scarce attention in the literature.

Design/methodology/approach

– The MMU model presents step-by-step processes in generating size charts. Data from 150 women generated descriptive statistics (mean, standard deviation, percentiles); these were utilised to devise seven sizes of a body measurements table. Correlations were used to determine relationships, resulting in size charts with a defined size range and grading increments that are relatable to utilisation by consumers, retailers and manufacturers.

Findings

– A step-by-step model of analysing raw data is presented. A verifiable size chart, codes, grading increments and size limits relatable to data are generated. The usefulness of size charts is therefore contextualised.

Research limitations/implications

– This paper discusses only one model of researching clothing anthropometrics and provides a related conceptual framework; this could be the basis for future research and debate in this area.

Practical implications

– For competitiveness, efficient sizing is useful for marketing, especially in creating niches, targeting customers and facilitating consumer satisfaction.

Originality/value

– The MMU model provides an initial conceptual framework at one institution, a benchmark for similar practice in academia and industry and subsequent debate in literature.

