

Public Abstract

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Department:Textile & Apparel Management

Degree:MS

Title:THE ANTHROPOMETRICS OF JUNIOR SIZING: DOES THE SIZE FIT THE POPULATION?

For various reasons, the teenage female population has not been researched at length in an academic setting in regards to apparel. Clothing made for the junior girl in today's marketplace is based on the outdated information from data that is no longer relevant to the current population. Most apparel manufacturers have based their own sizing around what each of them respectively identify as their "target customer."

For this study, teenage females, between the ages of thirteen and eighteen, had their body measurements taken with a 3D body scanner to determine if the current sizing standards for juniors are appropriate for the demographic they serve. The results show that the body type and dimensions do not fit the current population and that a revision of sizing standards would be necessary in order to better fit the junior apparel customer.