GARMENT ANALYSIS & MEASUREMENT (CH. 5)

ADM 4307 Apparel Manufacturing
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GARMENT ANALYSIS AND SPECIFICATION DEVELOPMENT

- Garment analysis is to meet particular business needs:
  - Consider cost a garment and quality.
  - Strategic plan for product lines.

- Garment analysis guide:
  - 7 aspects of garment analysis (see Figure 5-1, p. 127):
    - Style description
    - Positioning strategy
    - Sizing and fit
    - Materials selection
    - Components assembly
    - Final assembly and finishing
    - Style presentation
**Style Description (Part 1)**

- **The purpose:**
  - Identification and development of a complete description of a style.

- **Style specifications are being developed:**
  - Line adoption has taken place.
  - Assigned a style number, the key identifier of the garment.
  - Determine body types and size ranges for the style.
  - To communicate identity of the style using specifications include brand, style number, merchandise group, selling period, body types and size ranges, etc.
  - See Example 5-1 pp. 134~135
POSITIONING STRATEGY (PART 2)

- The purpose:
  - Foundation for garment analysis.

- Factors:
  - Example: Functional/ Aesthetic priorities
  - Factors are useful in describing product’s purpose and styling.
  - To position a product to make it desirable for a particular target market.

- What is the primary requirement?
  - See each factor description p.136~138.
SIZING AND FIT (PART 3)

- Size is labeled in a manner that allows customers to find the right size.

- Sizing standards
  - To offer consistency in fit among styles, product lines, and seasonal offerings.

- Sizing systems and size ranges
  - Sizing systems = Sizing standards
  - For apparel sizing, body types are classified by body proportions as related to age and gender.
  - Examples: See Figure 5-3, p. 139.

- Indicators of size:
  - General body size (S, M, L, XL)
  - Numbers (Size 6, 12, 18)
    - Numbers do not indicate the actual garment dimensions.
    - Misses 8, 10, 12/ Junior 7, 9, 11.
SIZING AND FIT (PART 3)

- Fit indicators:
  - Fit is how a garment conforms to or differs from the body.
  - Garment cut.
  - Labels identify the body type that the garment was designed to fit.
    - Example: Petite, Long, regular, short, etc.

- Fit observation of a garment on body form
  - Silhouette
    - Conforms to body shape. (Example: Stretch fabric)
  - Limiting fit points
    - Collar length, shoulder width, waist band length, or hip line.
  - Fullness
    - Controlled by darts, tucks, pleats, gathers, and seam shape.
    - For comfort and freedom of body movement

- Industry sizing standards
  - Inconsistent sizing systems (see Table 5-2, p. 144).
MATERIALS SELECTION (PART 4)

- Materials = Fabrics and Findings:
  - Findings: all the rest of materials required to complete garments
    - Support/shaping materials, trims, labels, threads, etc.

- Criteria for analysis of materials
  - Material name, content, yarn type and size, fabrication, count, weight, drapability, structural design, color application, finishes, care, method of application.
  - See Example 5-4, p. 148.
GARMENT ANALYSIS

- Part 1 style description
- Part 2 positioning strategy
- Part 3 sizing and fit
- Measure garments from ADM 4307 Blue packet
<table>
<thead>
<tr>
<th>Brand</th>
<th>MacKay</th>
</tr>
</thead>
<tbody>
<tr>
<td>Style Number</td>
<td>Mac1472f, SP 06</td>
</tr>
<tr>
<td>Selling period</td>
<td>15Neck/33Sleeve</td>
</tr>
<tr>
<td>Body type(s)</td>
<td></td>
</tr>
<tr>
<td>Size range(s)</td>
<td></td>
</tr>
<tr>
<td>Date approved</td>
<td></td>
</tr>
<tr>
<td>Date modified</td>
<td></td>
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<tr>
<td>Approved by</td>
<td></td>
</tr>
<tr>
<td>Approved by</td>
<td></td>
</tr>
</tbody>
</table>

**Fabric(s):**

- Describe !!

**Trim(s):**

- Describe !!

**Special Instructions:**

- Describe !!

**Neck size 14 to 16, Sleeve 32 to 36**

**Figure 5-2**

Part 1 of the Garment Analysis and Style Specification Worksheet
Part 2  Positioning Strategy

- Functional
- Durable
- Intrinsics cues/quality
- Basic styling
- Nonseasonal
- Budget price

<table>
<thead>
<tr>
<th>Style Number</th>
<th>Mac1472f</th>
</tr>
</thead>
</table>

Part 3  Sizing and Fit

(Circle or write in the appropriate indicators.)

Size Ranges by Gender and Body Type

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<thead>
<tr>
<th>Unisex</th>
<th>Infants</th>
<th>Toddlers</th>
<th>Children</th>
<th>Students</th>
<th>Adults</th>
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<tbody>
<tr>
<td>Male</td>
<td>boys</td>
<td>men's</td>
<td>men's</td>
<td>men's</td>
<td>men's</td>
</tr>
<tr>
<td>Female</td>
<td>girls</td>
<td>preteens</td>
<td>young juniors</td>
<td>men's tall</td>
<td>men's stout</td>
</tr>
<tr>
<td></td>
<td>misses</td>
<td>misses petite</td>
<td>misses tall</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>women's</td>
<td>women's petite</td>
<td>women's tall</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Size indicators for range selected above (see Figure 5-3)

- General body size: small, medium, large, extra large
- 1x, 2x, 3x, 4x, 5x, Other

Number codes of size range:

- Dimensional size:
  - chest: 14-17
  - waist: 32-36
  - inseam: ___
  - other: ___

Fit indicators for range selected above

- Height:
  - Short: ___
  - Long: ___
  - Petite: ___
  - Tall: ___
  - Other: ___

- Circumference:
  - Trim: ___
  - Slim: ___
  - Stocky: ___
  - Other: ___

- Weight range (infants, panty hose): ___

- Silhouette:
  - Closeness of conformance to body: little, moderate, high
  - Amount of fabric stretch: little, moderate, high

Figure 5–2 (continued)

Parts 2 and 3 of the Garment Analysis and Style Specification Worksheet
**GARMENT MEASUREMENT SPECIFICATION EXAMPLE**

![Image of a pair of jeans]

**SPEC SHEET**

<table>
<thead>
<tr>
<th>CODE</th>
<th>POINT OF MEASURE</th>
<th>TOL.+/-</th>
<th>29</th>
<th>30</th>
<th>31</th>
<th>32</th>
<th>34</th>
<th>36</th>
<th>38</th>
<th>40</th>
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<td>81</td>
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<tr>
<td>83</td>
<td>Waistband circumference</td>
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<td>93</td>
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<td>44</td>
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<td>Inseam</td>
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<td>32</td>
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<tr>
<td>106</td>
<td>Outseam</td>
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<td>39</td>
<td>1/2</td>
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<td>Front rise</td>
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<td></td>
<td>9</td>
<td>5/8</td>
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<tr>
<td>108</td>
<td>Back rise</td>
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<tr>
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<tr>
<td>121b</td>
<td>Fly opening width (inner fly)</td>
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<td>1</td>
<td>1/4</td>
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<td>125</td>
<td>Back pocket (applied) height center</td>
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<td>6</td>
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NEXT CLASS....