

A Comparison Study: Infant and Children's Clothing Size Charts in South Korea and UK

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Abstract : Infant and children's body shapes are changing constantly while they are growing up into adults and are also distinctive physically between countries. For this reason, optimum size charts which can represent body sizes and shapes of infants and children are required. In this study, investigations of current size charts in South Korea and UK (n=50 each) were conducted for understanding and figuring out the sizing perspectives of the clothing manufacturers. The size charts of the two countries were collected randomly from online shopping websites and those size charts' average measurements were compared with both national sizing surveys (SizeKorea and Shape GB). The size charts were also classified by age, gender, clothing type, fitting, and other factors. In addition, the key measurement body parts of size charts of each country were determined and those will be suggested for new size charts and sizing system development.

Keywords : infant clothing, children's clothing, body shapes, size charts

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