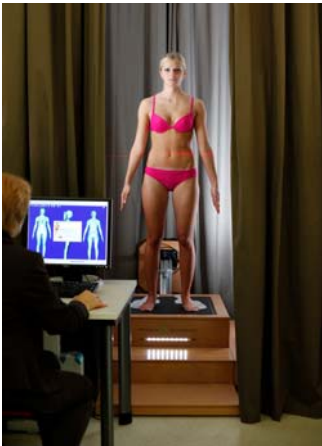


## Representative Size Surveys and Special Evaluations



### Objective:

- Carrying out DOB and HAKA size surveys using non-contact measurement techniques (3D-Bodyscanner)
- Updating size tables
- Generation of market share tables
- Introduction of a European size system

### Description:

#### SizeGERMANY:

- Gathering **current body sizes and shape data**
- Measurement of **women, men and children** in all age groups
- Socio-demographic **survey of test subjects**
- Updating and/or developing of useful **size systems** for women's, men's and children's clothing
- Derivation of **ergonomic data** for the automobile industry

#### Grading Process for Shoes & Socks:

- Derivation of **ergonomic data** for the automobile industry
- Gathering and quantifying changes in data on foot sizes and proportions
- Systematization of data on feet (e.g. length, width, age and target groups)
- Development of size tables for making socks and stockings and use of 3D information on foot shape for model patterns
- Development of innovative grading rules
- Evaluation of market analyses
- Feasibility testing of the new grading systems for shoes and pattern guidelines for the hosiery industry

#### Big Sizes:

- Carrying out representative size survey and development of body measurement tables
- Development of virtual and physical size models based on data gathered during 3D scans
- Creation of construction measurement tables for making patterns for garments for the upper or lower body that are sure to fit
- Optimal and functional shaping of clothing products
- Optimized modelling using 2D and 3D techniques
- Enlargement of the range in sizes in line with a European size system

#### Clothing for Seniors 60+:

- Market analysis of buying behavior and requirements for clothing
- Assessment of age-specific body-measurement and posture changes, as well as their implementation in size and market share tables
- Implementation of body proportion and posture changes in age-specific design foundations and guidelines for optimized models

#### Customer benefit:

- Comprehensive knowledge of the population's body measurements
- Information regarding changes in body proportions within measurement cycles
- Information about size distribution for the different target groups
- Basis for sure-to-fit pattern-making and grading
- Data base for the development of customer-like tailor-busts
- Data base for the derivation of standardized and individual avatars
- Derivation of data for ergonomic purposes

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