FIT IN CLOTHING – TOWARD AN IMPROVED TAILORING PRACTICE IN MASSPRODUCTION

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Lifecycle studies show that the user period is the most energy demanding and polluting phase, during the lifetime of a clothing item. Theoretically a doubled user period could reduce the environmental impact and energy consumption by half.

Clothing items come out of use before they are worn out. Surveys from different countries show that one of the main reasons for disposal of clothing is dissatisfaction with fit.

The practice of using sizing systems is usually not based on anthropometric measurements and the grading practice influences on the fit of a garment together with how ease measurements are added. The design and cut of clothing items are not adjusted from size to size in today practice, but a prototype is made for a slim body shape, and the same design and cut is used for all sizes.

It is discussed how different sizes within clothing can be adjusted to anthropometric measurements, rather than to one ideal body shape in different sizes, in order to influence towards a more sustainable behavior by people perceiving their fitted clothes attractive.

This article is a contribution of knowledge for fashion designers and clothing companies who want to practice design strategies for an optimal use of clothing, in order to achieve a more sustainable clothing consumption.

Keywords: clothing consumption, sizing systems, fit in clothing, optimizing clothing lifetime