

Global Trends in Body Measurement and Shape Development – and Their Impacts on Technical Product Development, Size and Fit

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Abstract

Measurement surveys currently completed by Avalution in various European regions and in North America show both similarities and fundamental differences in the development of body measurements and proportions. When comparing the results, it becomes clear that there are fundamental differences in the development of length measurements and relations between Europe and the USA. Also with regard to the development of girth measurements, both similarities and differences between the continents can be found, which can now be substantiated with concrete numerical values. In addition, for the first time body shape comparisons were carried out, frequencies of certain body shapes were quantified and their differences in the course of height or with regard to the age group were evaluated. What consequences do these global trends have for the product development of clothing and other products that must fit the body? How should the findings be taken into account in the development of size systems and fit concepts? What influence do these trends have on the development of other products? How can they be taken into account when implementing virtual product development in 3D? In the course of the presentation, the differences will be quantified and implementation strategies will be shown using concrete examples from company practice.