

This diversity analysis focused on the feasibility of combining female and male data for product development. Diversity might also include especially people in the Plus Size market as the increasing Plus Size population is often seen separately from the average population [13]. Today this part of the society is served by special curve, curvy or plus size tables, but not completely included in the regular sizing. The diversity approach can be interpreted in very different kind of ways and leads to various solutions. The general goal of a diversity sizing is to combine different people independently from their gender, nationality, physical condition or size and offer products with good fits.

All in all the analysis shows, that diversity sizing can be seen as a very interesting approach for body related product development. Many branches already combine female and male body dimensions in their product processing. For the apparel sector the implementation of female and male data is a comparably new approach. As social definitions of genders constantly change, this new understanding of gender-neutral products will be indispensable for the apparel industry. The analysis has pointed out certain challenges within the combination of male and female data, but also pointed out relevant chances and opportunities for the development of a diversity sizing that offers products with good fits to people, independently from their gender or identity.

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