

DEVELOPMENT OF BRASSIERE SIZING SYSTEM FOR SOUTH INDIAN GIRLS

NIRMALA VARGHESE¹ & G. THILAGAVATHI²

¹Department of Apparel & Fashion Design, PSG College of Technology, Peelamedu, Coimbatore, Tamil Nadu, India

²Department of Textile Technology, PSG College of Technology, Peelamedu, Coimbatore, Tamil Nadu, India

ABSTRACT

Correct size and fit are the two prime issues faced by Indian women wearing brassiere. The size is different for each country. Accordingly, developing a new sizing system for brassieres for Indian girls is crucial. The present research focuses on developing a size chart specifically for unmarried girls of south India. A total of 1000 South Indian girls aged between 18-25 years were measured. Key dimensions were determined using principal component analysis. Seven best sizes were recommended and developed size chart was validated through fit analysis.

KEYWORDS: *Anthropometric Survey, Size System, Size Chart, Factor Analysis, Principle Component Analysis, Fit Analysis, Brassieres*

Received: Aug 07, 2020; Accepted: Aug 27, 2020; Published: Dec 02, 2020; Paper Id.: IJTFTAUG20208