

How To Measure

YOU WILL NEED

- A friend to help you take your measurements.
- To be wearing non-bulky clothing and a good bra.
- A length of brown paper, taller than you.
- Blu-tac or sticky tape.
- A rule with a spirit level in it, 'T-square' or a standard 12 inch ruler.
- Bias tape or ribbon, (enough to reach around your hipline).
- A pen.
- A tape measure.

NOTE:

- Your profile will be only as accurate as the information you provide for us, so take your time and read the instructions carefully. I recommend taking each measurement twice to double check yourself. If possible use a level or a 'T' square as these are easier to use and will ensure that the marks you place on the wall will be parallel to your body.
- Take all measurements around the body with a tape measure, do not put fingers under the tape.
- Take measurements to the nearest eighth of an inch.

Let's Begin

- All measurements are to be recorded on the measurement questionnaire at the back of this booklet which is to be returned to your image consultant in the envelope provided. Start filling in the form with your name and address, etc.
- Place the paper on a wall or door and attach using Blu-tac or sticky tape. Remove your shoes and stand sideways to the wall. If possible you may like to stand next to the refrigerator and mark your measurements it with a non-permanent felt pen.
- **Question 1 Top of the head to the floor:** Have your friend place one end of the level, or ruler, on the highest part of your head (stand straight) and the other end touching the wall. Keeping the ruler as level as possible, mark the paper. Measure the distance from the mark to the floor, e.g. 64 inches. Record on measurement questionnaire at Q1.
- **Question 2 Bustline to the floor:** Similarly place the level/ruler against your full bustline (the point where the bust protrudes most), mark the wall and record, e.gg 46 in. Record at Q2.

- **Question 3 Hipline to the floor:** Tie the length of bias tape around the fullest part of the hipline (where your bottom protrudes the most) as shown opposite. Adjust so the tape is parallel to the floor and place the level against one end of the tape and the other end on the wall, mark and record, e.g. 33.5 in. Record at Q3. You may find it convenient to go to Question 11 (full hip circumference).
- **Question 4 Kneecap to the floor:** Tie the tape around the middle of your knee cap. With the level mark and record. Record at Q4.
- **Question 5 Neck length:** Using a ruler measure the distance between the end of your ear lobe and where your shoulder starts. For ease place a small necklace around your neck and pull it down at the front into a 'V' with your finger. Where it sits hard against your neck under your ear is where to measure down to. Record at Q5.
- **Question 6 Neck Circumference:** Assess and record if your neck is;
 - Average (not very thin or very thick)
 - Very Thin
 - Very Thick (a double chin or full neck)
- **Question 7 Shoulders:** Assess and record if you shoulders are:
 - Broad and Square: Where the armpit is as wide, or wider than the fullest part of the hips and where the shoulders are almost 90 degrees to the neck and arms. **See Diagram 1a.**
 - Broad and Tapered: Where the armpit is as wide or wider than the fullest part of the hips and where the shoulders are gently tapered. **See Diagram 1b.**
 - Average and Sloping: Where the armpit is narrower than the fullest part of the hips and the shoulders are sloping. **See Diagram 1c.**
 - Average and Tapered: Where the armpit is narrower than the fullest part of the hips and the shoulders are gently tapered. **See Diagram 1d.**
- **Question 8 Full Bust:** Have your friend stand behind you and place the measuring tape around your body over the fullest part of your bust. Ensure the tape is parallel to the ground. Breathe normally, measure and record. This measurement should be taken at the same position as in question 2.
- **Question 9 Bra Cup Size:** (check the label in a good fitting bra if you are unsure) It will be A, B, C, D or DD (if over DD, record as DD).
- **Question 10 Waist Circumference:** Place the tape measure around your middle and slide the tape from side to side so that it settles at your natural waist line. Measure and record.



- **Question 11 Full Hip Circumference:** With the bias tape in the same position as
- **Question 12 Wrist Circumference:** Measure and record the circumference of your dominant hand's wrist (just below the wrist bone). Ensure a firm measurement.
- **Question 13 Ankle Circumference:** Measure and record the circumference of either ankle, just above the ankle bone.
- **Question 14 Weight:** Record in pounds. Be honest now, the computer won't tell anyone!
- **Question 15 Prominent Features:**

IMPORTANT: *Do not mark these unless they are truly prominent (really obvious) or they greatly concern you, as they will result in garment styles being eliminated from your portfolio choices.*

You may mark more than one if necessary.

- **Aged Upper Arms** See **diagram 2a**. The muscle on the underside of the upper arm has become untoned or saggy. They are best kept covered.
- **Very Thin Arms** See **diagram 2b**. These arms are very thin and are usually found in combination with a very thin body. They are best kept covered
- **Heavy Upper Arms** See **diagram 2c**. The upper arms are moderate to very heavy and may have a dimple at the elbow. These arms are best kept covered.
- **Dowager's Hump** See **diagram 3a**. Seen most commonly in mature women, the head appears as though it is sliding forwards, and down onto the chest, the shoulders are rounded and there is an obvious curvature of the spine anywhere from the base of the neck across the shoulders to across the shoulder blades. Tops will feel tight at the front neck edge and may sit away from the neck at the back.
- **Large Midriff** See **diagram 3b**. A large roll that appears at the midriff making "tuck-in" tops and tight garments impossible to wear.
- **Sway Back** See **diagram 3c**. A curve in the lower spine that makes the bottom appear to be larger than it really is. Often seen in the posture of a gymnast. Straight skirts will often have a roll of excess fabric under the waistband in the back.
- **Flat Bottom** See **diagram 4a**. The appearance of being almost bottomless. Pants and skirts will be baggy in the area around the bottom and down the back of the leg.

- **Large Bottom** **See diagram 4b.** A bottom that is large and out of proportion with the rest of the body. Straight skirts will be difficult to fit and their hems will rise in the back and hang low in the front. Please note. Woman may be large with a large bottom, but if the bottom is in proportion with the overall body it should not be included as a prominent feature. The computer will adjust for overall weight.
 - **Large Stomach** **See diagram 4c.** A stomach that is very large and protrudes out in the front of the body further than your bustline. Straight skirts will be difficult to fit and the hems of skirts, dresses and tops will rise in the front and hang low in the back.
 - **Large Thighs** **See diagram 5b.** Thighs that are full, and at the outside edge are wider than the widest part of the hipline. They appear to be out of proportion with the rest of the body.
 - **Saddle Bags** **See diagram 5c.** Thighs that are very full and wide and have the appearance of jodhpurs.
 - **Very Thin Legs** **See diagram 6a.** Legs that are very thin, especially at the ankles.
 - **Very Heavy or Marked Lower Legs** **See diagram 6b.** Legs that are very heavy (thick) in the calves and/or ankles. Also mark this category if your legs are severely marked, e.g. varicose veins.
 - **Bowed legs** **See diagram 6c.** Legs that are bowed anywhere from the ankles to the thighs. An uncommon feature in women from western cultures.
- **Question 16 Face Shape:** Pull your hair back and expose your whole face. There are 8 categories to choose from, select the one that most resembles your face shape. See diagrams 9a-9h.
 - **Oval** The face is an inverted egg shape,
Slightly round at the chin,
The forehead depth is balanced with the face,
The forehead is the widest part of the face.
 - **Heart** The chin is narrow and pointed,
The cheekbones are the widest part of the face,
The forehead is moderate in depth,
The forehead is the widest part of the face,
There is a widows peak,
The jawline is the narrowest part of the face.

- **Triangle**
 The jawline is the widest part of the face,
 The cheekbones are usually only a little less broad than the jawline,
 The forehead is narrow,
 The face width measures approximately two thirds the length
 of the face.
- **Inverted Triangle**
 The chin is narrow and pointed,
 The cheekbones are widest part of the face,
 The forehead is moderate in depth,
 The forehead is the widest part of the face,
 The jawline is the narrowest part of the face.
- **Square**
 The chin is broad,
 The cheekbones are broad,
 The forehead has little depth,
 The forehead, cheeks and jawline are the same in width,
 With additional weight gain the face can appear round.
- **Oblong/Rectangle**
 This is one of the most common face shapes,
 The face is longer than it is wide,
 Usually the forehead, cheekbones and jawline are as wide as
 each other,
 The chin may be slightly square or rounded.
- **Round**
 The chin is usually round and full,
 The cheekbones are the widest part of the face,
 The forehead is moderately broad,
 The face width is approximately two thirds that of the length.
- **Diamond**
 The chin is narrow and pointed,
 The cheekbones are high and prominent.
 The face is widest at the cheekbones,
 The forehead is moderate in depth and the hairline angles
 inward.

All questions should now be completed. Cut off the back page of this questionnaire and return it to your image consultant at the address that has been provided.



Broad Square 1a



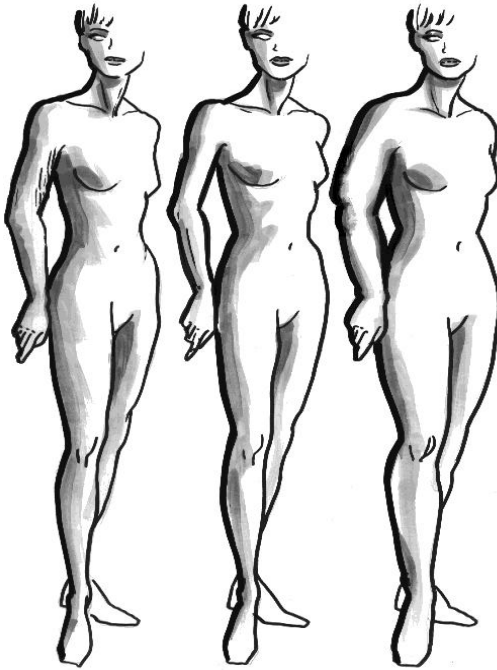
Broad Tapered 1b



Average
Sloping 1c



Average
Tapered 1d

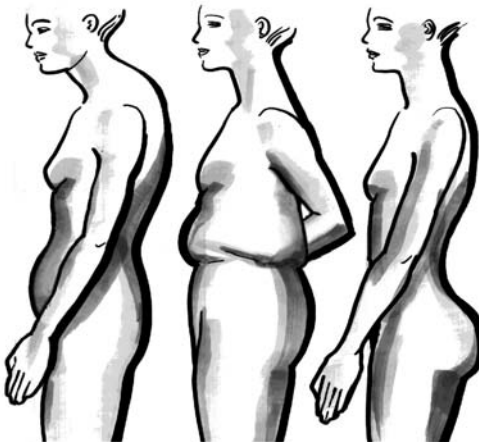


2a

2b

2c

- a) Aged Upper Arms
- b) Very Thin Arms
- c) Very Heavy Arms

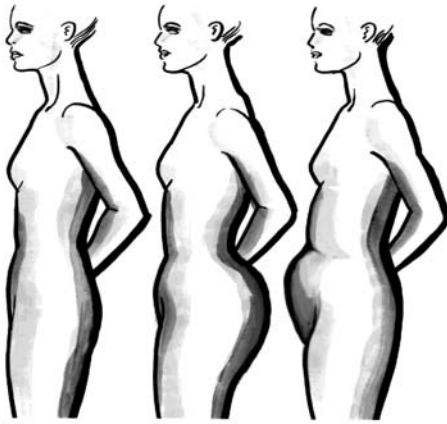


3a

3b

3c

- a) Dowager's Hump
- b) Large Midriff
- c) Sway Back

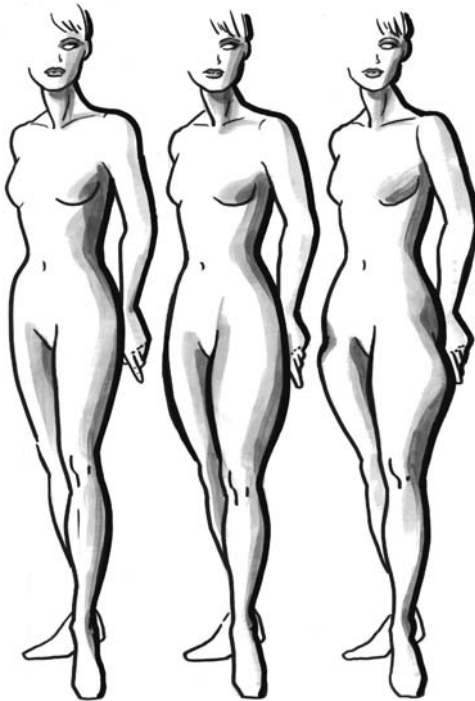


4a

4b

4c

- a) Flat Bottom
- b) Large Bottom
- c) Large Stomach

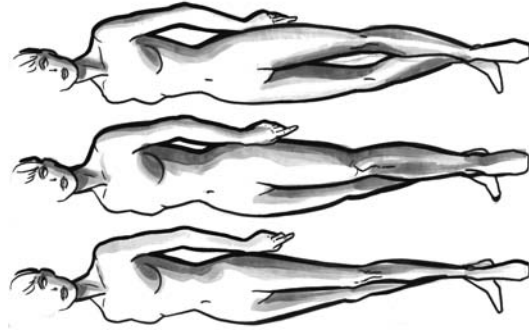


5a

5b

5c

- a) Normal Thighs
- b) Large Thighs
- c) Saddle Bags



6a

6b

6c

- a) Very Thin Legs
- b) Very Heavy Legs
- c) Bowed Legs



Oval



Heart



Triangle



Inverted
Triangle



Square



Rectangle
/ Oblong



Round



Diamond

Style Solutions Questionnaire

Name: _____

Address: _____

City: _____ State: _____ Postcode: _____

Phone: _____

Date: _____

Q5) Neck Length _____ Inches

Q6) Neck Circumference

- Average
- Very Thin
- Very Thick

Q7) Shoulders

- Broad and Square
- Broad and Tapered
- Average and Sloping
- Average and Tapered

Q8) Full Bust Circumference _____ Inches

Q9) Bra Cup Size

- A B C D
- DD and over

Q10) Waist Circumference _____ Inches

Q11) Full Hip Circumference _____ Inches

Q12) Wrist Circumference _____ Inches

Q13) Ankle Circumference _____ Inches

Q14) Weight _____ Pounds

Q15) Age

- Under 30 31 to 45
- 46 to 60 Over 60

Q16) Prominent Features None

- Heavy Upper Arms
- Very Thin Arms
- Aged Upper Arms
- Dowager's Hump Saddlebags
- Large Midriff Sway Back
- Flat Bottom Large Bottom
- Large Stomach Large Thighs
- Very Thin Legs
- Very Heavy (Marked) Lower Legs
- Bowed Legs

Q17) Face Shape

- Oval Heart
- Triangle Inverted Triangle
- Square Oblong/Rectangle
- Round Diamond

Q1) _____ Inches

Top of head to floor

Q2)

Full bust to floor

Q3)

Full hip to floor

Q4)

Kneecap to floor

