

The Study on the Dress Shirt's Fitness and Size Spec

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This study was aimed at representing basic data which is useful to the product development, marketing establishment concerning dress shirt for male in the process of diagnosing male customer's general contentment for the constitutions of product, hence this researcher had the intention to induce the factors to enhance customers' fitness, product contentment of dress shirt through the comparison analysis of SIZE SPEC at each brands.

On the basis of the above efforts, the findings of this research were as follows :

1. With the respective to customers' general contentment of 'dress shirt', they showed considerable satisfaction at the aspects of its sewing, wearing, design. In the other hands, they had the problems in purchasing 'dress shirt' which is appropriated to their body size. Accordingly, there would make an efforts to standardize SIZE SPEC according to each brands. With the respective to their contentment of the size in the constitutions of product, there had mainly the satisfaction for it by 50%, in the other hands, their contentment for neck girth and neck to ulnar styloid length style was inferior to others. This researcher took a look at their contentment of the size in constitutional factors of the product, according to the measurement of 'dress shirt' size. There had the significant differences in only neck-girth and cuffs width, accordingly, there have to take into consideration for the use of accurate size of each body size according to its measurement.
2. From the fact-revealing of SIZE SPEC for each brands which are treating with designation 100 which selling the most was considerably effective at the aspect of size segmentation than other size, but the biggest size, designation 110 was the most terrible with regard to size segmentation. Most companies regulated the size by interval of 1cm at neck girth, 2cm at neck to ulnar styloid length. With this, each products had much the problems in its size standardization according to each brands. The measurement by each brand of 'dress shirt' as a item which needs the fitness of neck girth and sleeve length had the differences within the average error of 1.5cm~2cm at neck-girth, at 2cm~3cm neck to ulnar styloid length, which brought about the problems in their size selection with regard to consumers' product purchasing demeanor. Accordingly, there would make an efforts to standardize SIZE SPEC according to each brands.