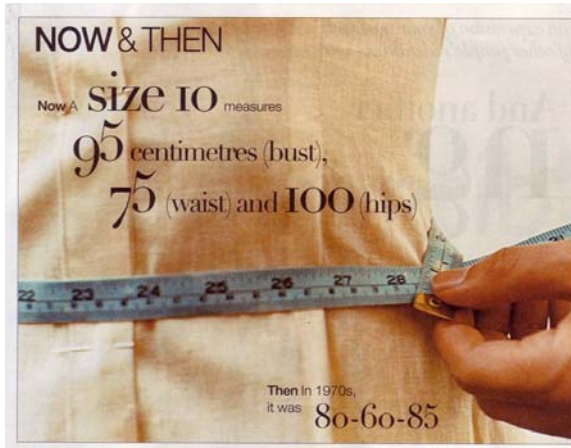


Frock Shocks

Why our sizes are not shaping up!

Daniella Miletic, consumer affairs reporter for the Melbourne Age reported on the confusion of clothing sizes – 29 May 2009.

Australian women are so confused, and I don't blame them. They can drop several clothing sizes without having to go on a diet or even to go the gym. All they have to do is swap shops or brands. This mishmash of sizes is largely due to a lack of data on the Aussie female form over the past 50 years, according to consumer group, Choice. They are calling for a government funded national sizing survey to better determine contemporary shapes and sizes. Hopefully this survey will become the basis for a voluntary standard for the industry to base its sizing systems on.



Despite statistics showing that Aussie women are getting bigger, the last time detailed measurements were collected was in the 1970's through a Women's Weekly reader survey. Before that it was a Berlie lingerie study in the 1920's.

Part of the problem is the way the fashion industry manipulates sizes to make us feel better. They pander to our delicate ego's and persuade us to buy. It's called 'vanity sizing'.

Choice spokeswoman Elise Davidson believes that top end fashion designers have their own sizing systems that often fail to cater for more generous figures. How much of the Aussie market do they eliminate when most women are over a size 14? She believes that all consumers would benefit from a measurement database that would ultimately boost confidence in online shopping. Ebay's Sian Giplis agrees this is an issue when purchasing on line.

Well, it's about time that something was done about it. Three cheers to the Council of Textile and Fashion Industries of Australia for standing up for all the women of Australia!

The next time you go shopping and find yourself 'size surfing', keep in mind that it's not YOU, it's the designer of the garment. Just purchase what fits. Your size has absolutely no impact on your ability to present a fabulous image. Stress less about what's on the label. If you don't like the number, cut it off or remark it with a permanent pen. That's what I do!

For shopping assistance, contact info@imagequest.com.au where **real** women are valued. www.imagequest.com.au