



PERCEPTION OF APPROPRIATE FIT AGAINST IDEAL FIT FOR MEN'S FORMAL SHIRT COLLAR (SIZE 40 REGULAR AND SLIM FIT)

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Abstract: The category formal shirt in men's wear has shown rapid growth during last decade. It is essential to take a review of responsible consumption to enhance production ultimately reaching to the consumer satisfaction & attainment of sustainability gaps. Today's costumes want to be perfect in presenting his image however the gap between his perception & fit and ideal according to expert difference.

The present paper has assessed the perception and fit for selected brand for its neck measurement and discover about the difference in perception and requirements & educating consumer for understanding fit criteria so as to go for better selection and wise consumption of formal shirts & thus are helping the industry to go for wise production.

IndexTerms - Perception, Ideal Fit, Formal Shirts, Consumer awareness.

INTRODUCTION

The present generation men are image conscious, and also men are under more pressure than in past to present polished image, in-fact they are struggling to stay in shape and are preferred to be well dressed and well-groomed, so, the demand for well fitted clothes is increasing.

According to Roetzel Bernhard, the clothes contribute greatly to portray the image of men and act as a 'visiting card of the personality' (6)

The men's wear especially 'Ready to Wear' sector has shown expansion in a rapid way. Many new brands started emerging every year and these phenomena are more prominent in formal shirts.

Saurabh Singh, Head of Design Menswear, Being Human Clothing and Sandeep Khapra, Design Head – Menswear, Max Fashion talks statistically about the growth of Men's Wear market including collared shirts. (14)

Although Indian Industries are still struggling to give better solutions for satisfying the increase in demand, and since Indian sizes and fit vary a lot, the problem of getting a right fit and right size pan India is challenging. (11)

Therefore men are observed to go ahead with selecting outfits by compromising fit issues, at the same time it is evident that fit of the formal shirt varies in perception due to lack of required knowledge.

Thus the variables in demographics and psychographics in India have created different demands especially for men's formal shirts.

The challenge of consumer awareness to understand the appropriate fit was needed to formulate a foundation that will direct the brands for the required action to minimize fit related issues.

An observation in general about how Indian Men wear formal shirts showcased; it is their discretion to decide upon how the shirt should fit them.

An example of same is given in a visual form below, the person talks about personality but not wearing appropriate fit shirt.

It was essential to check whether the perception of men about appropriate fit varies against the expert's guidelines how the shirt should fit.

While going for sizing exercise for better performance of product it is essential to have standard perception rather than individualistic one!

The present paper discusses about the perception of fit for selected brands against actual assessment of neck measurement for finding out if there is difference? (As in sizing of shirt the chest size remains standard and round neck measurement is seen having variations.)

MAIN TOPIC

- To identify the gap between the perceptions of appropriate fit against actual assessment of body measurements against shirt measurements.

SUB TOPIC

- To define ideal fit criteria for selected shirt brand.
- To develop guidelines to educate the selected consumer group as a sample for understanding ideal fit.
- To find out the problematic areas in the selected category against the defined fit criteria.

REVIEW OF LITERATURE

‘Fashion Factor’ related to formal shirt

As described by Stella Bruzzi, Fashion is a popular style or practice, especially in clothing, footwear, accessories, makeup, body piercing, or furniture.

According to her Fashion is a distinctive and often habitual trend in the style in which a person dresses. (1)

One could find a dynamic evolution in Men’s wear so as one can observe in women’s wear. A carelessly dressed man is now compared to someone who is dressed carefully and elegantly, which one can consider as a gentleman with power and confidence! Fashion possesses immense visual power and projects an image for a person. Antonio Centeno, president of A Tailored Suit mentions that, ‘even before you speak, you have already been profiled, based solely on your appearance’. Fashion can make you look and feel more confident. A well-dressed man commands respect and inspires beauty in others. If a man wants to look more professional in an important business meeting, show wealth and status, or receive better customer service, it is essential to wear the right clothes. (2)

The complexity of garment sizing

According to Dr. Deepti Gupta, who has worked on Indian Garment Sizing, ‘garment sizing is very complicated and difficult processes. She further mentions that Garment Sizing involves high capital and time. (11)

Through her research she states that, Sizing systems require inputs from a) Anthropologists (planning and conducting an anthropometric survey) b) Statisticians and mathematicians (population sampling plan, statistical and data analysis) c) Pattern makers (choice of critical measurements) d) Garment technologists and designers (production related issues- size plan and fit).

According to her ‘Most sizing systems used today are faulty as they are based on a simple system of averages or percentiles’

The research she has executed further mentions that, many companies take average size model and use his measurements as standard for further grading; this has caused major fitting problems and dissatisfaction in customers. (11)

Design, Style Fit and Size are the major contributors to Customer’s satisfaction. Along with visual aesthetic appeal the comfort and good fitting are the criteria for selection. (10)

According to Nicholas Taverna Shirt fit plays vital role in image building as this garment almost covers half of the body and attracts attention of viewer being very close to face of a person it acts as a frame . He has also given few guidelines regarding flattering fit. (18)

In a way one can conclude that shirt fit is very important and required to explore more for increasing consumer satisfaction.

A shirt is a stitched garment meant for upper bodice, which was only an under garment earlier and later became common terminology for almost any garment other than outerwear such as sweaters, coats, jackets, or undergarments such as bras, vests or base layers. In British English, a shirt is more specifically a garment with a collar, sleeves with cuffs and a full vertical opening with buttons or snaps.

A shirt is often found to be worn along with Neck Tie under the shirt collar. It’s a garment with full length opening at the front from the collar to the hem, and sleeves with cuff as shown in the figure.

The front opening is fastened using buttons or studs, and the cuffs close with buttons or cuff links. Shirts are normally made from woven cloth. (20)

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QUALITY PARAMETERS OF VARIOUS PARTS OF THE FORMAL SHIRTS

Collar- While checking the quality of collar construction it mentions that a good collar of shirt is based on the perfect alignment of body neck and collar band attachment. The collar spread and the collar point should attain symmetry from the center of front so as to give balanced look of the collar.

Using fine quality of interlinings to collar also give the impact of clean edge finishing to collar points and the natural roll of collar on the band. Due to using of fine interlinings the collar Un-fused interlinings often used in casual shirts rather than formal shirts. One needs a special skill to finish a collar and set without disturbing the symmetry of collar while attaching to the neck round. (19)

METHODOLOGY

- A scientific review and an experimental research were conducted to assess the perception of consumer for right fit of the formal shirt against actual performance of the shirt for its fit by conducting the comparative analysis of both the factors. For this three established brands of local presence were selected.
- The secondary data analysis revealed that that very limited comprehensive data related to appropriate fit of formal shirt is published so far. To overcome these issues visual and written guidelines related to the appropriate fit were developed.
- A random sample selection method was used to select the sample to identify appropriate fit criteria for formal shirt for size 40 Regular, in specific.
- Questionnaire was designed to analyze the fit of selected brands. For this a guidelines were created to groom samples to identify correct fit.
- Fit is a reflection of relationship between body and apparel, and is conveniently taken either relating it to the aesthetics or comfort and performance.
- This questionnaire aimed at concluding the consumer's perception of 'Good Fit' in specific with Men's Formal Shirt for selected size and fit. It further educated the consumer for right identification of fit related issues occurring due to measurements of sizes.
- This questionnaire also aimed at finding out opinion of selected sample using selected size, in slim and regular formal shirt in regards with an appropriate fit using the reference of visual and written guidelines.
- The questionnaire was sent to selected sample size of size 40 Regular.
- The result of questionnaire assessment is discussed in Result and Discussion

LIMITATIONS OF THE RESEARCH

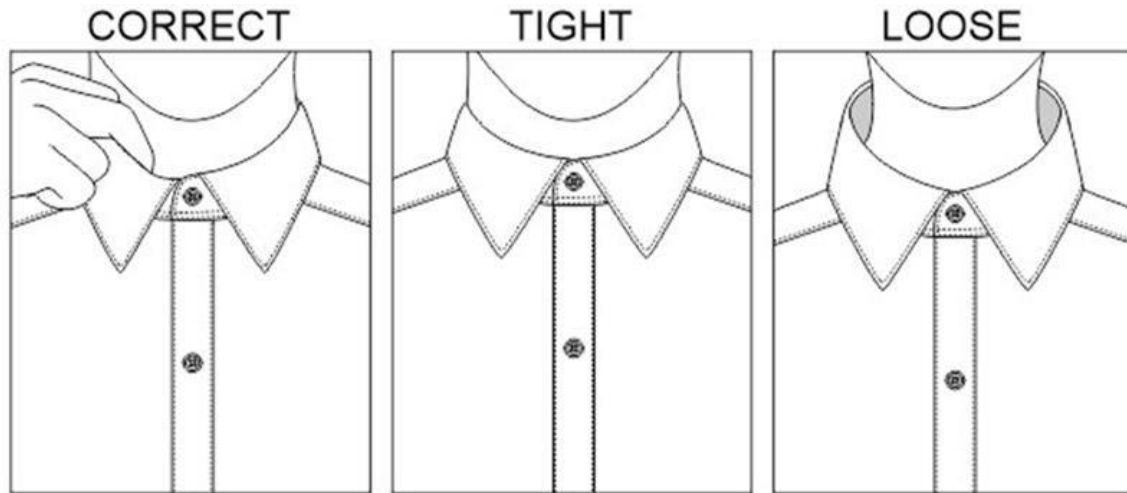
This research was limited to-

- Men's formal shirt category
- Specific region of Maharashtra.
- The identification of problematic areas for Slim and Medium fit Selection of shirt brands having good market sales. And will further evaluate for its design, raw material, sizes, pattern, and construction techniques which may have an impact on size and fit.
- The sample size for each company was between 50 -75.

RESULT AND DISCUSSION

The selected sample's response for the question 'HOW DO YOU FIND SHIRT COLLAR FIT AS?' was taken through questionnaire. The sample was selected in a following way - Non Probability (random) Sampling method was found convenient as the selected product was precise and is been used by almost all probable population having least risk factor of non-representatives. 218 Samples were selected to conduct the Survey for general perception and size analysis. Judgment (or Purposive) sampling method was used for the ease of operation and interaction. The entire sample was assessed for their perception about fit and further Probable Sample of size 40 was selected out of it. For assessment and experimentation, again Judgment Sampling Technic was used. Three Brands were selected for the research purpose.

- For answering this question the guideline was provided as below-



The selected sample’s response for the question ‘HOW DO YOU FIND SHIRT COLLAR FIT AS?’ was assessed and formulated in a form of table given below

Consumer’s response-

Regular Fit # 40

Table - I Sample Response of the Collar Fit

| How do you find shirt collar fit as | | Correct | Loose | Tight | Total |
|-------------------------------------|--|---------|-------|-------|-------|
| Brand 1 | | 15 | 4 | 18 | 37 |
| Brand 1 ratio | | 40.54 | 10.81 | 48.65 | 100 |
| Brand 2 | | 20 | 8 | 8 | 36 |
| Brand 2 ratio | | 55.56 | 22.22 | 22.22 | 100 |
| Brand 3 | | 12 | 5 | 20 | 37 |
| Brand 3 ratio | | 32.43 | 13.51 | 54.05 | 100 |

The same sample was asked for their measurements.

While asking measurement of round neck to the selected samples the following guideline was provided.

The researcher used the video call tool to confirm the accuracy of the measurement.

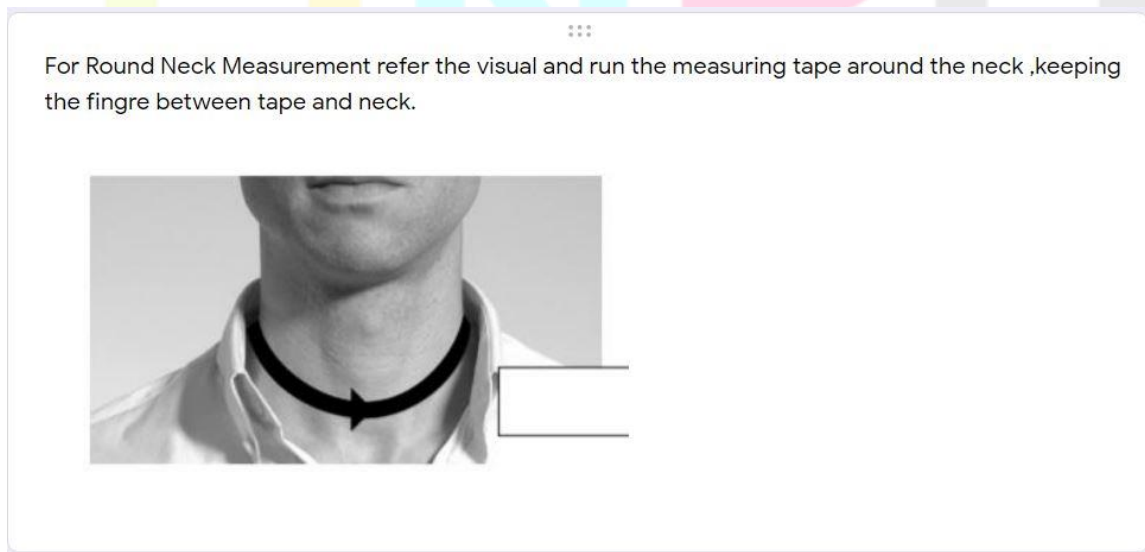


Image - II <https://pdf4pro.com/view/1-neck-2-chest-3-waist-tailor-store-4d1da1.html>

The Researcher compared the collar measurement against the neck measurement considering the required ease factor. The selected sample of size 40 chest was found having neck measurement ranging from 13.5 inches to 17.5 inches.

Table - II Actual Measurements of Selected Samples for Brand 1

| Neck Comparison Brand One # 40 Regular Fit | | | | |
|--|---------------------------|------------|----------------|-----------|
| Present Comparison Neck Round 15.5 Inch (Tolerance 0.25 Inch) | | | | |
| No | Neck Round Status | Neck Round | No. Of Samples | Success % |
| 1 | Neck Round Reject | 13.5 | 2 | |
| 2 | Neck Round Reject | 14 | 1 | |
| 3 | Neck Round Reject | 14.5 | 1 | |
| 4 | Neck Round Reject | 15 | 2 | |
| 5 | Neck Round Little Loose | 15.25 | 3 | 20 |
| 6 | # 40 Neck Round 15.5 inch | 15.5 | 3 | |
| 7 | Neck Round Little Tight | 15.75 | 5 | |
| 8 | Neck Round Reject | 16 | 19 | |
| 9 | Neck Round Reject | 16.25 | 7 | |
| 10 | Neck Round Reject | 16.5 | 8 | |
| 11 | Neck Round Reject | 16.75 | 2 | |
| 12 | Neck Round Reject | 17 | 1 | |
| 13 | Neck Round Reject | 17.5 | 1 | |
| Total | | | 55 | |

Table - III Actual Measurements of Selected Samples for Brand 2

| Neck Comparison Brand Two # 40 Regular Fit | | | | |
|---|----------------------------|------------|----------------|-----------|
| Present Comparison Neck Round 15.75 Inch (Tolerance 0.25 Inch) | | | | |
| No | Neck Round status | Neck Round | No. of Samples | Success % |
| 1 | Neck Round Reject | 13.5 | 2 | |
| 2 | Neck Round Reject | 14 | 1 | |
| 3 | Neck Round Reject | 14.5 | 1 | |
| 4 | Neck Round Reject | 15 | 2 | |
| 5 | Neck Round Reject | 15.25 | 3 | |
| 6 | Neck Round Little Loose | 15.5 | 3 | 49 |
| 7 | # 40 Neck Round 15.75 inch | 15.75 | 5 | |
| 8 | Neck Round Little Tight | 16 | 19 | |
| 9 | Neck Round Reject | 16.25 | 7 | |
| 10 | Neck Round Reject | 16.5 | 8 | |
| 11 | Neck Round Reject | 16.75 | 2 | |
| 12 | Neck Round Reject | 17 | 1 | |
| 13 | Neck Round Reject | 17.5 | 1 | |
| Total | | | 55 | |

Table - IV Actual Measurements of Selected Samples for Brand3

| Neck Comparison Brand Three # 40 Regular Fit | | | | |
|---|---------------------------|------------|----------------|-----------|
| Present Comparison Neck Round 15.5 Inch (Tolerance 0.25 Inch) | | | | |
| No | Neck Round status | Neck Round | No. of Samples | Success % |
| 1 | Neck Round Reject | 13.5 | 2 | |
| 2 | Neck Round Reject | 14 | 1 | |
| 3 | Neck Round Reject | 14.5 | 1 | |
| 4 | Neck Round Reject | 15 | 2 | |
| 5 | Neck Round Little Loose | 15.25 | 3 | 20 |
| 6 | # 40 Neck Round 15.5 inch | 15.5 | 3 | |
| 7 | Neck Round Little Tight | 15.75 | 5 | |
| 8 | Neck Round Reject | 16 | 19 | |
| 9 | Neck Round Reject | 16.25 | 7 | |
| 10 | Neck Round Reject | 16.5 | 8 | |
| 11 | Neck Round Reject | 16.75 | 2 | |
| 12 | Neck Round Reject | 17 | 1 | |
| 13 | Neck Round Reject | 17.5 | 1 | |
| | Total | | 55 | |

It is evident that the response given in the table number one and actual measurement comparison shows considerable difference. The table given below displays the considerable difference and confirms that the consumer's perception of accurate fit of 'Round Neck' in Formal Shirt needs better grooming through proper guidelines.

Table – V Comparison of Consumer's Perception against Actual Measurements

| How do you find shirt collar fit as | Consumer's perception of correct fit | Consumer's actual measurements comparison against selected brand's shirt measurements |
|--------------------------------------|--------------------------------------|---|
| Brand 1 | 15 Out of 37 Samples | 20% |
| Consumer's Perception of Correct Fit | 40.54 | |
| Brand 2 | 20 Out of 37 Samples | 49% |
| Consumer's Perception of Correct Fit | 55.56 | |
| Brand 3 | 12 Out of 37 Samples | 20% |
| Consumer's Perception of Correct Fit | 32.43 | |

CONCLUSION

- Men need to understand criteria of appropriate fit for better selection of formal shirt.
- Visual Guidelines are required to develop for better understanding of appropriate fit of Formal Shirt. Brands should provide the same online as well as printed when consumers are purchasing the Formal Shirt from Stores

- Brands should assess the possibility of developing new patterns that will enhance the success ratio of appropriate fit of their product.
- Branded shirts can be standardized for its sizes

ACKNOWLEDGEMENT

I express deep gratitude towards the organization MKSS's School of Fashion Technology (SOFT), Banasthali Vidyapith and Khadi and Village Industries Commission. I extend my thanks to Dr. M. Hundekar, Principal, SOFT, for her guidance.

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