



ACE AVENUE

Premium Leather

CUSTOM LEATHER JACKETS FOR THE DISCERNING GENTLEMAN

CUSTOM JACKET MEASUREMENT GUIDE



Want to get a perfect fit? Accurate measurements are all you need! Go through this comprehensive step-by-step guide on how to measure for a custom jacket to get started immediately.

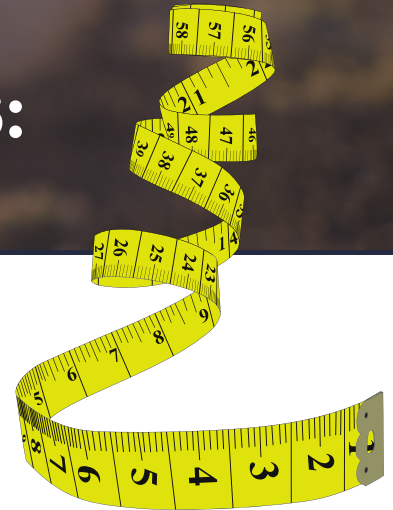
Fill up the fields with your entire set of measurements. This will help us to customize your jacket to perfection.

Cheers!

Evan



MEASUREMENT GUIDE RULES:



Keep in mind that it is always a good idea to have a tailor assist you with more accurate measurements. If you do not have access to a professional, you can always do it yourself. Just make sure to follow these guidelines closely:

1

Measure moderately, neither too tight nor too loose.

2

When measuring your body, wear something thin such as a T-shirt.

3

To make the process easier, you can measure a jacket that you own if it fits perfectly.

4

When measuring a jacket, lay it straight on a smooth surface to get an accurate measurement.

5

If you measure both yourself and your jacket, you might notice that the jacket's measurements are a bit larger in the torso, bicep, and wrist. No need to panic! It is totally normal. Just give us a heads-up whether you measured your jacket of your body, and we'll make sense of it. Easy, right?



MEASURE, MEASURE, & MEASURE

Step 1: SHOULDERS

- For your shoulder measurements, stand up straight with your chest out and shoulders back.
- Wrap the tape measure around the front of your neck.
- Measure from the outer tip of one shoulder bone to the outer tip of the other side. This measurement aligns with the seams of jackets, button-downs, or fitted t-shirts.



Step 2: FRONT LENGTH

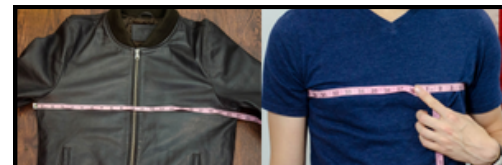
- From the side of your neck, measure to the point where you would like your jacket to end.

Did you know? Leather jackets end a bit sooner than regular jackets but a tad longer than tight-fitting t-shirts. Aim for about the middle of where you slide your hands into your pockets.



Step 3: CHEST

- Wrap the tape around the widest part of your chest, usually at or about an inch above your nipples.



For women, this is known as the 'full bust' measurement. Do not flex while taking this measurement, be accurate.

Step 4: **WAIST**

- Measure around, about where the ribcage ends, perhaps an inch above the belly button. This is ideally the slimmest part of your torso.
- Stand naturally and don't suck in. You do not want this part to be tight.



Step 5: **BOTTOM OF THE JACKET**

- Wrap the tape around your torso at the spot where your front length measurement ended. This marks the width at the bottom of the jacket, aka the hem.



Step 6: **SLEEVES**

- Measure from the point of your shoulder bone down to the thumb of your hand.

Expect this measurement to be longer. Jacket sleeves should be longer than those of button-downs or long shirts. This ensures that when you raise your arms, the sleeves won't scrunch all the way back, revealing your wrists.



Step 7: **BICEP**

- Show off those muscles! Flex your bicep and measure around the widest point.



Step 8: **WRIST**

- Wrap the tape around the broadest part of your wrist, making sure to include that noticeable bone. Depending on your chosen style, we might add an inch or two to this measurement.



And that is all folks!
Thank you for your patience.

1. Shoulders
2. Front length
3. Chest
4. Waist
5. Bottom of Jacket
6. Sleeve
7. Bicep
8. Wrist
9. Jacket or body

Once you have filled in the details, please wait for us as we work on a perfect fit for you. At [Ace Avenue](#), we believe in delivering the best quality leather jackets to add to your style, attitude, and personality. Order your custom size leather jacket now!