



HOW TO MEASURE YOUR BODY

1) NECK

Place the measuring tape around the neck at the height where the collar would normally rest. This will be just below your Adam's apple. Stand relaxed. Do not crane your neck out or squeeze your chin down. The tape should be resting lightly on the skin, not squeezing it. Hold one finger under the tape measure to ensure some room for comfort.

2) SLEEVE LENGTH

Place one end of the measuring tape at the tip of the shoulder. where you imagine the shoulder seam of the shirt will be. Let your arm hang down at side, and run the measure tape along with it. Measure to the center of the meaty part of your palm. If you don't have a partner, measure a shirt with sleeves that is the right length.

3) CHEST

Run the measuring tape around the fullest part of your chest, tight up under your armpits and over the shoulder blades. Let your arms hang down in a relaxed, natural pose. Do not puff out your chest or arch your back in any sort of pose that isn't natural or sustainable.

4) WAIST

Run the tape around the fullest part of the belly. This is usually around the level of the belly button. The measuring tape should be snug on the skin, but not squeezing in. Let your arms hang down, and stand in a relaxed, natural pose. Do not puff out your stomach or try holding it in.

SIZE MAP

S H I R T S																								
REGULAR	S	M	L	XL	XXL	XXXL	4XL	5XL	SLIM	S	M	L	XL	XXL	WOMAN	XXS	XS	S	M	L	XL	XXL	XXXL	4XL
SIZE	37/38	39/40	41/42	43/44	45/46	47/48	49/50	51/52	SIZE	37/38	39/40	41/42	43/44	45/46	SIZE	32	34	36	38	40	42	44	46	48
NECK	38	40	42	44	46	48	50	52	NECK	38	40	42	44	46	NECK	37	38	39	40	41	42.5	44	46	48
CHEST	106	112	118	124	130	138	146	154	CHEST	100	106	112	118	124	CHEST	86	90	94	98	102	106	110	116	122
WAIST	102	108	114	120	126	134	142	150	WAIST	92	98	104	110	116	WAIST	75	79	83	87	91	95	99	105	111
BACK C. LENGTH*	79	80.5	82	83.5	84	86	88	90	BACK C. LENGTH*	78	79.5	81	82.5	83	BACK C. LENGTH	63	64.5	66	67.5	69	70.5	72	74	76
SLEEVE-LENGTH	67	68	69	70	70	71	71	71	SLEEVE-LENGTH*	67	68	69	70	70	SLEEVE-LENGTH	58.5	59.5	60.5	61.5	62.5	63	63.5	64	64

*1.5cm shorter B.C Length for Indigo Bow

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CONVERTER

CENTIMETER	NECK	38	40	42	44	46	48	50	52
SIZE	S	M	L	XL	XXL	XXXL	XXXXL	XXXXXL	
SIZE	37/38	39/40	41/42	43/44	45/46	47/48	49/50	51/52	
INCHES	15	15-3/4	16-1/2	17-1/2	18	19	19-3/4	20-1/2	

CHANGE EVERYTHING

WHITE  BOW

OUR MADE-TO-MEASURE

MAN	46	48	50	52	54	56	58	60	62	B L A Z E R S	WOMAN	32	34	36	38	40	42	44	46	48
CHEST	104	108	112	116	120	124	130	138	146		CHEST	82	86	90	94	98	102	107	112	118
MID WAIST	92	96	100	104	108.5	113	121	131	141		MID WAIST	73	77	81	85	89	93	98	103	109
BACK C. LENGTH	71.5	73.5	75.5	77.5	79.5	80.5	81	81.5	82		BACK C. LENGTH	58	59	60	61	62	63	64	64.5	65
SLEEVE LENGTH	63	64.5	65.5	66.5	67.5	68	68	68.5	68.5		SLEEVE LENGTH	59	60	61	62	63	64	65	65.5	65.5