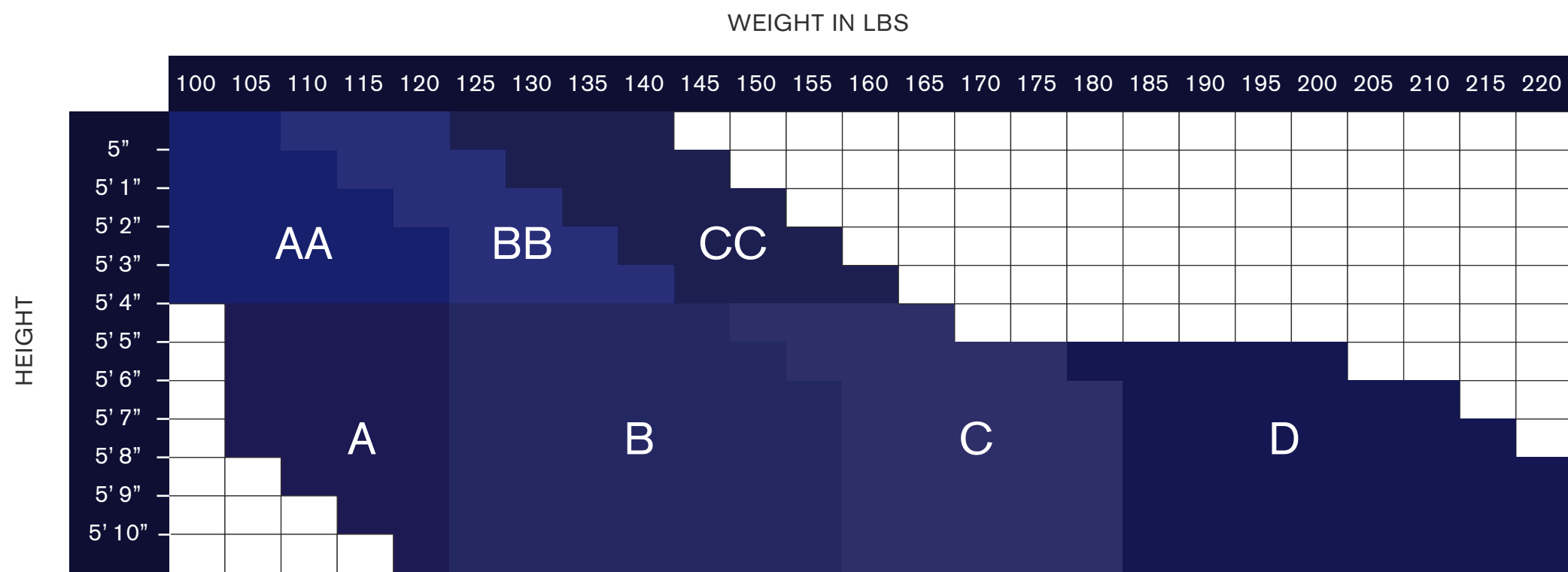


# ROUCHA

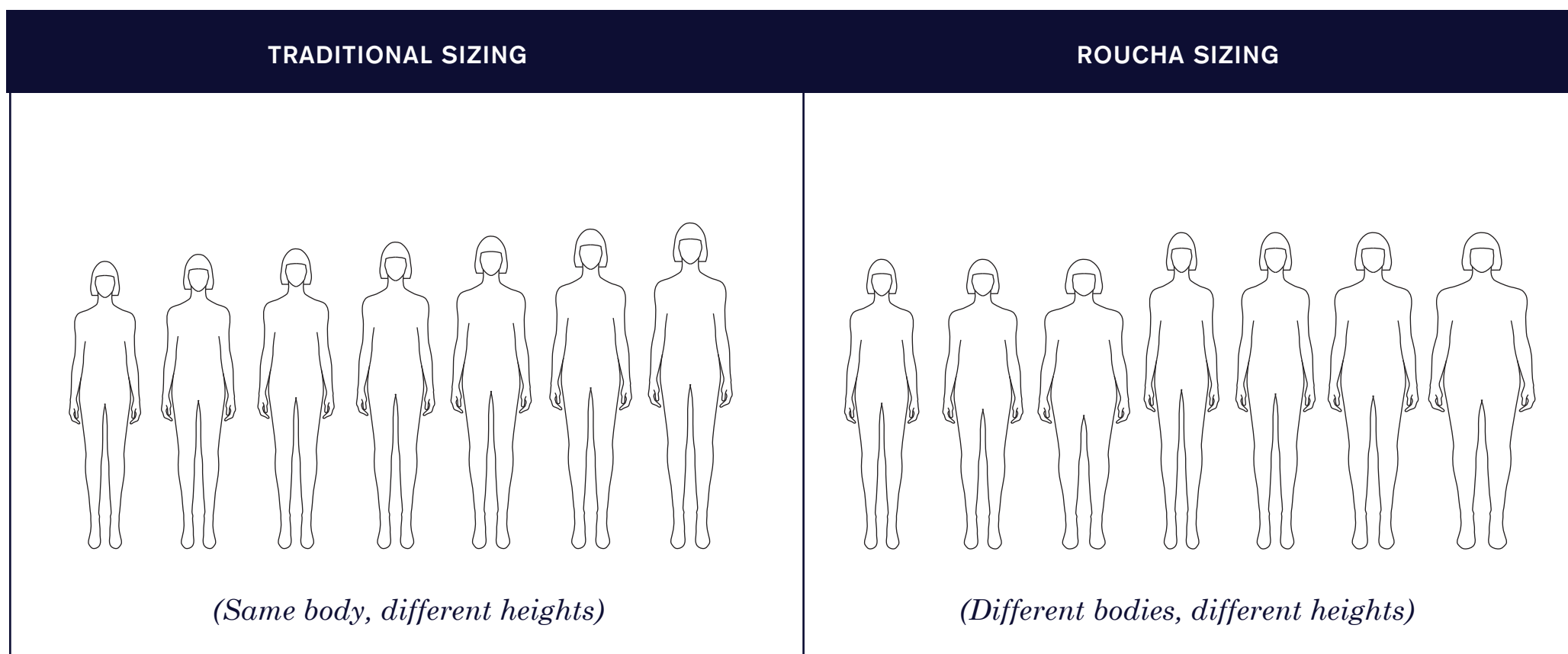


APPROX. US DRESS SIZE CONVERSION	
AA	0 - 2 Under 5'4"
A	0 - 2 Over 5'4"
BB	4 - 8 Under 5'4"
B	4 - 8 Over 5'4"
CC	10 - 14 Under 5'4"
C	10 - 14 Over 5'4"
D	16 - 20 Over 5'4"

AA, BB, CC designed for women under 5'4"  
A, B, C, D designed for women over 5'4"

“ ROUCHA is a fashion collection for women—curvy, straight, short and tall. It's a solution for shorter women forced to hem all their clothing. For curvier women on whom pants are always too long and the waist too large. And for tall, thin women on whom clothing is consistently, unintentionally cropped.

Standard size charts assume that as we get wider, we get taller. ROUCHA doesn't make this assumption and offers clothing in varied lengths and widths. ”



## MEASUREMENTS

(Measurements are provided in inches, flat vs. circumference, and are the garment's spec, not the wearers)

### RELAXED FIT

ROUCHA	SHOULDER	CHEST	WAIST	HIP	PANT OUTSEAM
AA	17	20	--	20	35
A	17	20	--	20	38
BB	18	22	--	22	35
B	18	22	--	22	38
CC	19	24	--	24	35
C	19	24	--	24	38
D	21	28	--	28	38

\*Measurements are the same across all categories including tops, dresses, jumpsuits and pants. Outerwear is two inches wider. ROUCHA sizing is extremely consistent. If you are a B in Dresses, you will also be a B in Pants.

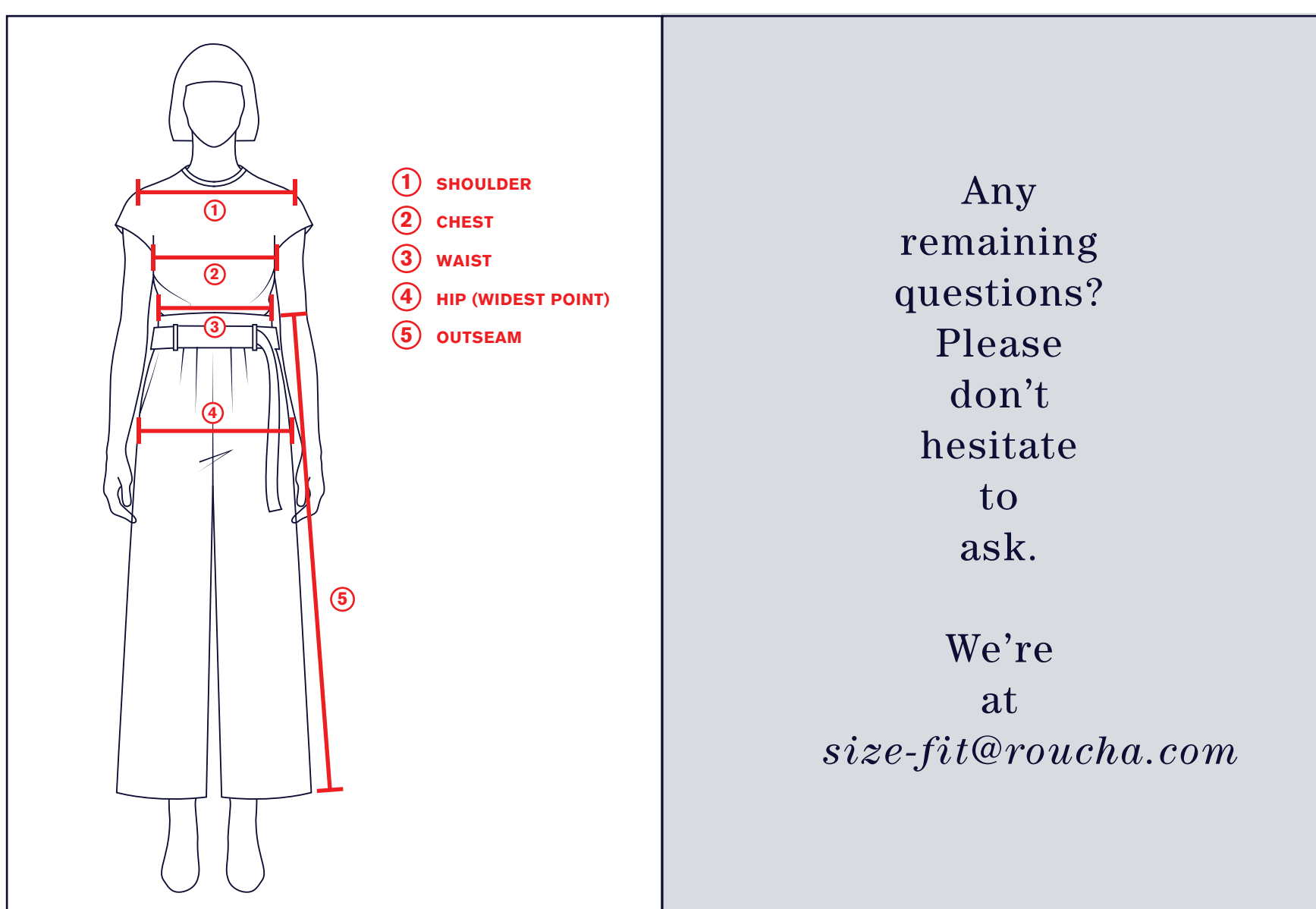
\*\*Measurements provided are a close approximation and not always exact. Please allow for standard variances.

### FITTED STYLES (WITH STRETCH)

ROUCHA	SHOULDER	CHEST	WAIST	HIP	PANT OUTSEAM
AA	12	16	12	16	35
A	12	16	12	16	38
BB	13	18	14	18	35
B	13	18	14	18	38
CC	14	20	16	20	35
C	14	20	16	20	38
D	16	25	20	24	38

\*Measurements are the same across all categories including tops, dresses, jumpsuits and pants. Outerwear is two inches wider. ROUCHA sizing is extremely consistent. If you are a B in Dresses, you will also be a B in Pants.

\*\*Measurements provided are a close approximation and not always exact. Please allow for standard variances.



Any remaining questions? Please don't hesitate to ask.

We're at [size-fit@roucha.com](mailto:size-fit@roucha.com)