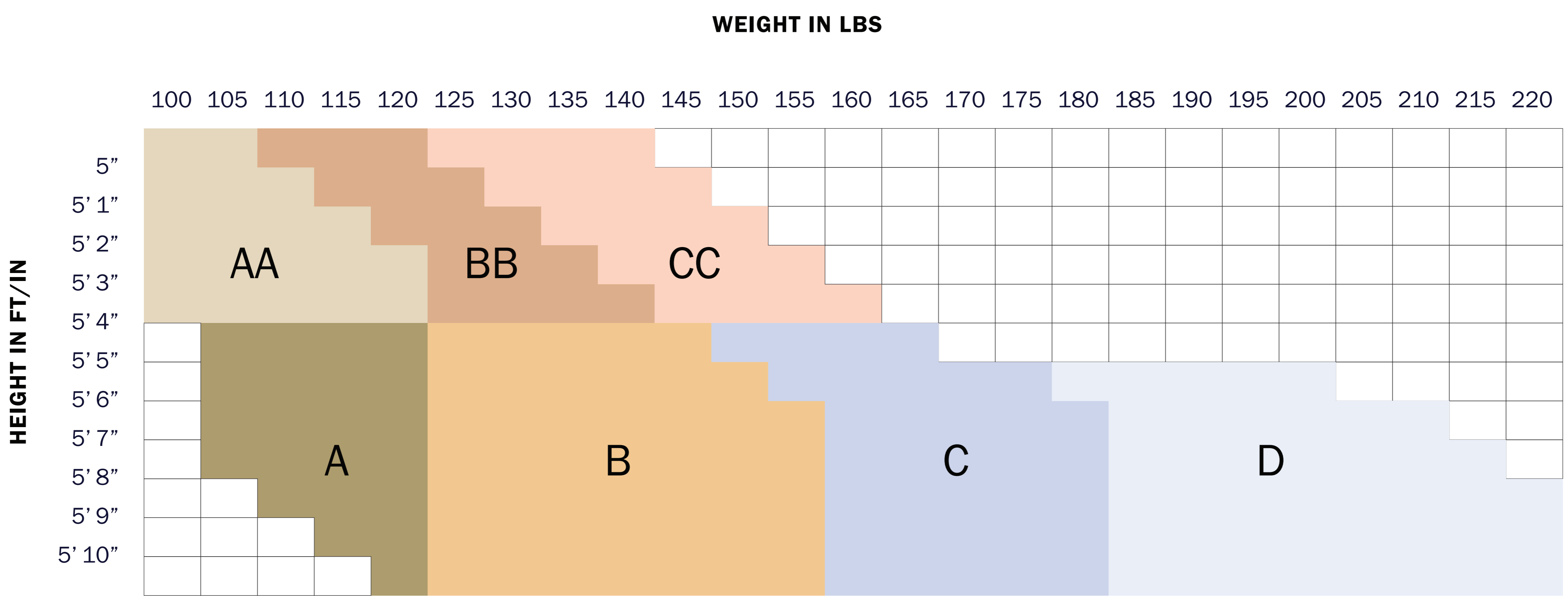


ROUCHA

SIZE CHART

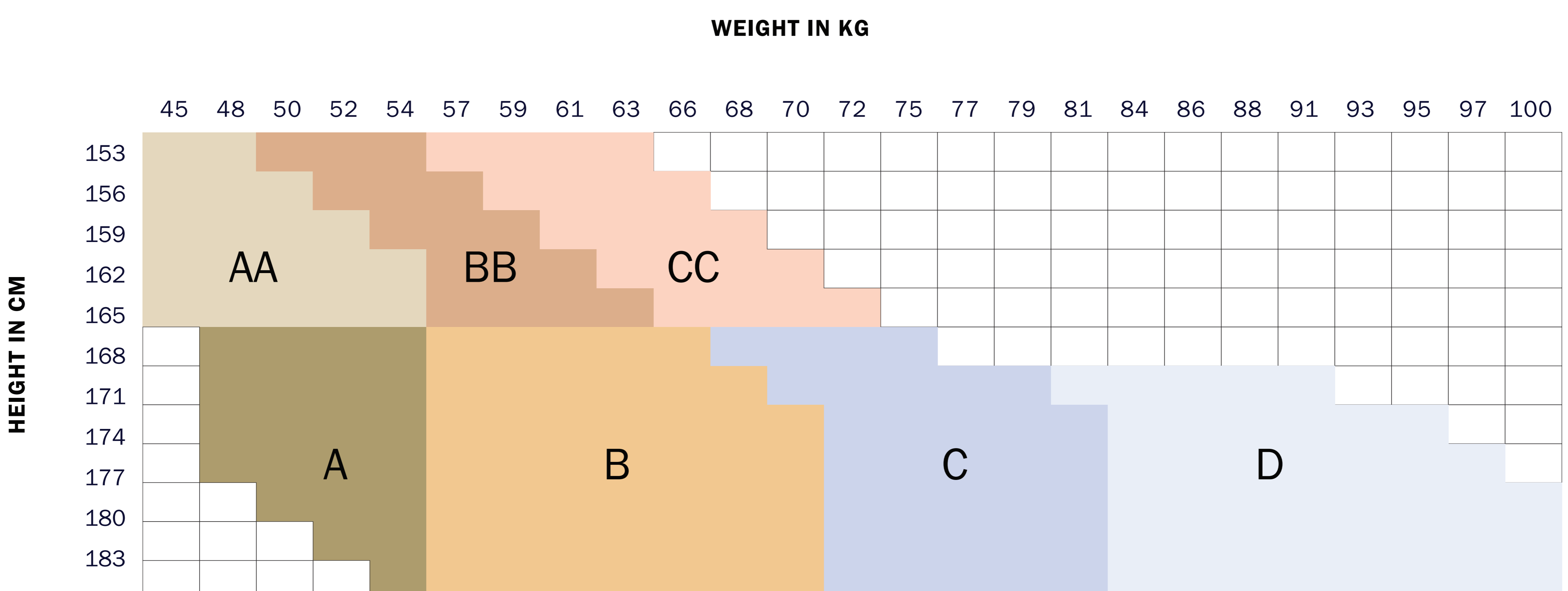
IMPERIAL



APPROX. SIZE CONVERSION

AA	0 - 2 US under 5'4"	34 EU under 165 cm
A	0 - 2 US over 5'4"	34 EU over 165 cm
BB	4 - 8 US under 5'4"	36-38 EU under 165 cm
B	4 - 8 US over 5'4"	36-38 EU over 165 cm
CC	10 - 14 US under 5'4"	40-44 EU under 165 cm
C	10 - 14 US over 5'4"	40-44 EU over 165 cm
D	16 - 20 US over 5'4"	46-50 EU over 165 cm

METRIC



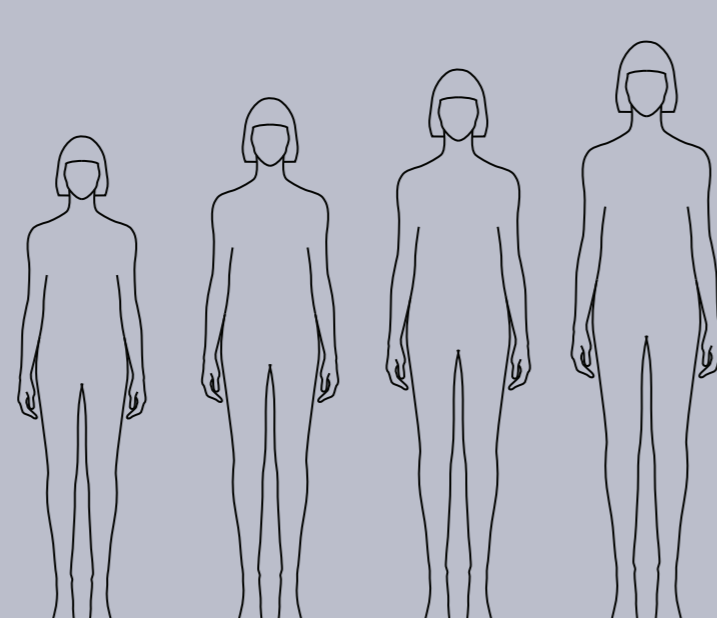
How does fashion sizing work?

Most Fashion Designers create clothing in size 4. After the fit of the size 4 is confirmed, the pattern is sent to a grading service to replicate the pattern in other sizes. Graders have never seen the style on the body. They follow standardized grade rules defined a half-century ago. This is why oftentimes, larger clothing sizes are ill fitting and why most designers stop at size 12. The further we, the wearers, are from the sample size, the less accurate and considered the fit.

Roucha designs and creates fashion in size C (US 10 thru 14). We review every style, in multiple sizes, on a variety of women. Then our Founder does the grading for each style individually and personally. This makes all the difference.

Traditional Fashion Sizing

Length and width increase proportionally.
As clothing gets wider, it gets taller.

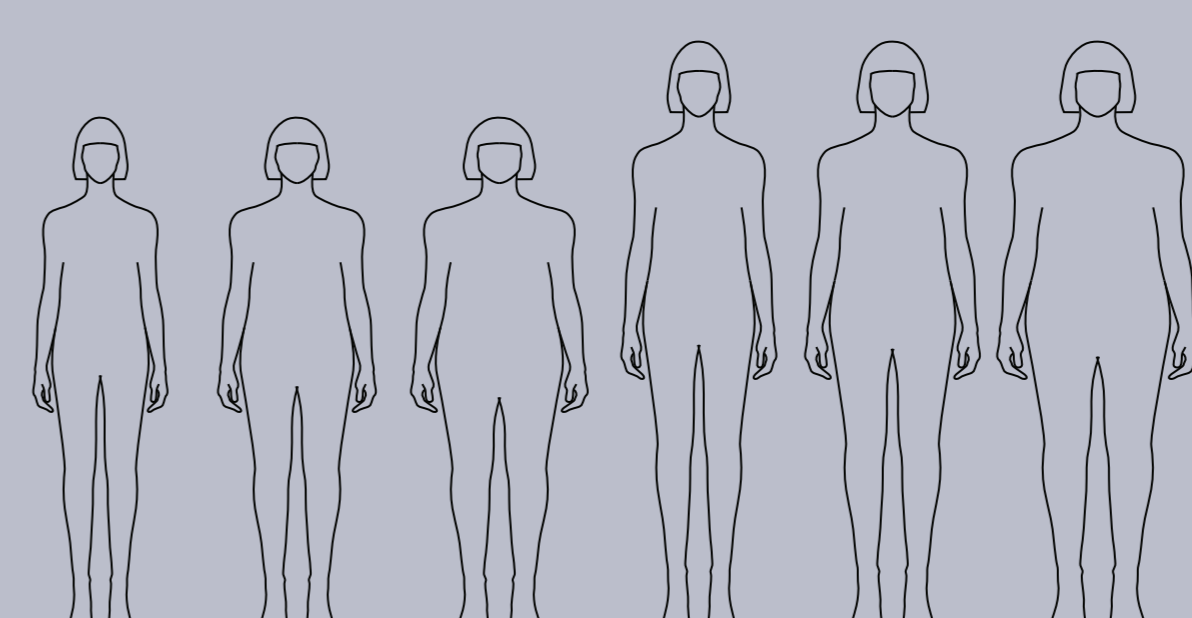


The Result

Clothing fits the same body in different heights.

Roucha Sizing

Length and width are not related.
As clothing gets wider, clients choose the correct length.



The Result

Roucha fits a variety of women's bodies.