



MEASUREMENT INSTRUCTIONS

Before you measure:

- You will need a cloth tape measure and a friend.

- **Don't have a cloth tape measure?** - A cloth tape measure is a handy tool to have around, especially if you plan on investing time, energy, and money into your wardrobe, but for now we can work without it. You'll need at least a flexible carpenters tape measure, or some string and a ruler.
- **Don't have a friend nearby to help?** - You'll get the most accurate measurements with a little help, but you can still get a good chest measurement on your own, just take your time and take the measurement more than once. Record your results a few times and average them out. Or, wait for your friend to come over.

- Wear a lightweight shirt - a t-shirt is great.

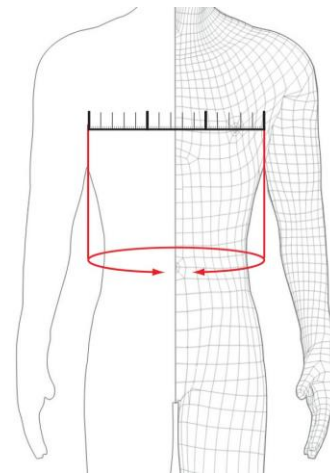
CHEST MEASUREMENT

A well-fitting jacket is a good-looking jacket, and your chest size is usually the most important and useful measurement when selecting a new jacket, sports coat, or a blazer. This guide is for both men and women and it will help you to easily determine your size in just a few minutes.

TO MEASURE:

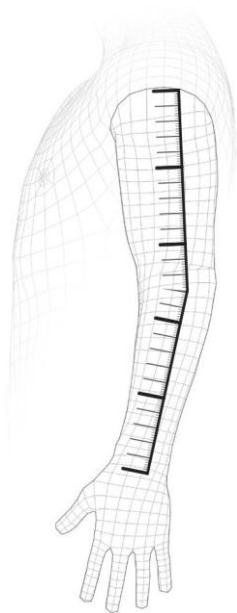
- Stand up straight with your arms hanging straight by your sides.
- Breathing normally, have your friend wrap the tape measure under your armpits around the largest part of your chest.
- In the back, you want the tape measure to wrap across your shoulder blades.
- The tape measure should be snug, but not tight.

- Keep the measuring tape parallel to the ground.
- Add an inch to your measurement if you'd like a looser fitting jacket.
- That's it, you're finished. Nice and easy.



SLEEVES MEASUREMENT

- Use the tape to measure from the top shoulder stitch (humorous) to the base of your thumb.
- Record the measurement in both centimeters and inches.
- Repeat measurement one more time and compare it with the first measurement. Make sure your second measurement is same as the first one.
- Please note, we add two inches to the true sleeves' length. Please let us know if you are a passenger rider or if do not want any extra length.

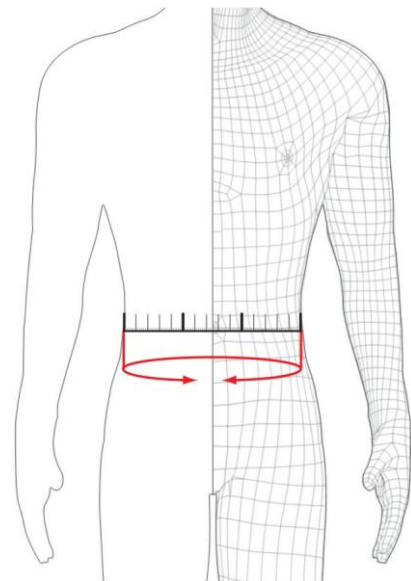


JACKET LENGTH

- The Rule of Thumb is that your sleeve size is closely similar to your jacket length.
- Measure from the raised bone on the nape of the neck to where you wish the length of the jacket to end.
- Make sure you provide us your body height which will help us to determine your ideal jacket length.

WAIST MEASUREMENT

- Waist is the narrowest part of your torso. It is the soft, fleshy section between the top of your hips and the base of rib cage.
- Stand up straight and exhale slowly. Hold the end of the tape measure at your navel and circle it around your back to the front. The measuring tape should be parallel to the floor and fit snugly around your torso without digging into your skin.
- Look at the place on the tape where the zero end meets the other end of the tape measure. The location of this meeting point is your waist measurement

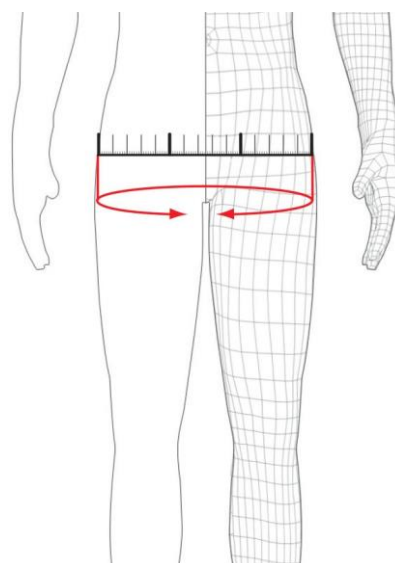


BELT-LINE MEASUREMENT

- Measure around your belt line (about 8-10cm under your belly-button & about 15cm above your hips).
- The measurement needs to be snug but not tight.

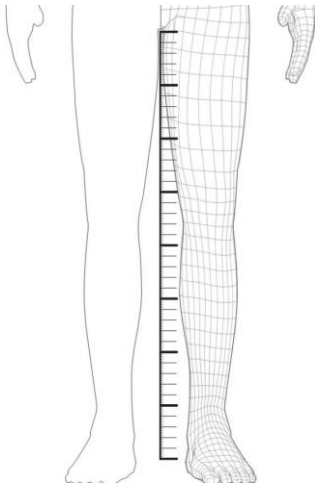
HIPS MEASUREMENT

- Your hip measurements should be taken at where your hips are the widest. For clothes to fit accurately, you need to find the widest point.
- Ensure accuracy by taking a second measurement.



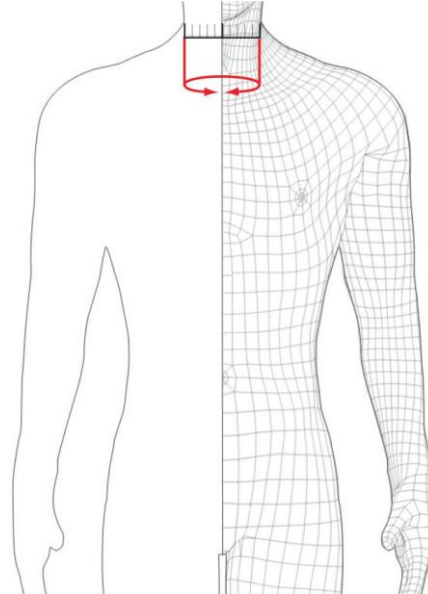
INSEAM/INNER LEG

- The inner leg measurement is the distance between the crotch and the ground. It is the distance between the lowest part of the trunk and the soles of the feet measured when standing upright with the feet slightly apart and the weight of the body evenly distributed on both legs.



COLLAR/NECK

- The circumference of the neck is measured about 2 cm below the Adam's apple at the seventh cervical vertebra.



BODY HEIGHT

- Body height is the distance between the top of the head and the soles of the feet taken when standing upright with the feet together.
- Ensure accuracy by taking a second measurement.

