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Clothing appearance and fit: Science and technology

J. Fan, W. Yu and L. Hunter



The Textile Institute

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Decoration, modesty and protection are the three most fundamental reasons for people to wear clothing. Two of these, decoration and modesty, are directly influenced by the appearance and fit of the clothing. The question which arises is how clothing should be designed, manufactured and dressed so as to provide not only good individual fit, but also body image enhancement. The subject is interdisciplinary, involving science of beauty, social psychology, human anthropometrics, fashion and textile design and technology. Most books related to the subject cover aspects, such as sociology (e.g. dressing for the right occasion) and dress-making, and there is a lack of a comprehensive treatment of the subject, particularly from the scientific and technological perspective.

This monograph is the first book aimed at providing a critical appreciation of technological developments and scientific understanding in areas related to clothing appearance and fit, bridging the science of beauty, fashion design, fabric and garment evaluation technology, garment drape, as well as human anthropometrics and sizing.

The book is divided into ten chapters, each dealing with a specific topic. Chapter 1 considers body attractiveness or image and how it relates to clothing material and design parameters. Both classical theories of beauty and recent findings on the interrelationship between body image, body measurements and clothing are discussed. Chapters 2 and 3 present and discuss the techniques, methods and standards used by the industry and researchers for assessing clothing appearance and fit. Chapters 4 and 5 review research and development on objective measurement technologies for the evaluation of clothing appearance and fit. Chapters 6 and 7 deal with fabric objective measurement, relevant fabric properties and garment drape. R&D and related aspects on body measurement, anthropometrics and sizing systems are covered in Chapters 8 and 9. The last chapter reviews published work on garment design and pattern alteration for achieving good clothing appearance and fit.

The book is intended for a wide spectrum of readers, including students, researchers and academics, as well as professionals in the clothing and textile industries. For easy comprehension, the text is supplemented by illustrations and

photographs wherever possible. Although it is essentially a research monograph, it includes considerable industrial standards, techniques and practices. It is therefore not only useful for the academia, but also provides a handy reference for professionals in the industry.

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Hong Kong*

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