

# Measurement Guide

**We** value quality and perfection. We know that every man is different. Your size, posture, figure, and the shape of your body all change the way a shirt, suits and trousers fits. This is why we have prepared a comprehensive guide to help you take the perfect measurements for your bespoke suits, dress shirts and trousers.

We know that taking measurements can be a chore, so we have worked hard to make it as easy and quickly as possible for you.

## **What you will need:**

- A fabric measuring tape (fabric only).
- Assistance from a friend
- A well fitting shirt, pair of trousers (not jeans), and a pair of shoes.

## **When taking measurements:**

- Keep the measuring tape comfortably snug, but not tight.
- All measurements should be made to nearest inch / centimeter.

The following pages describe how to take your measurements.

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## Guide to a Perfect Men's Shirt Fit

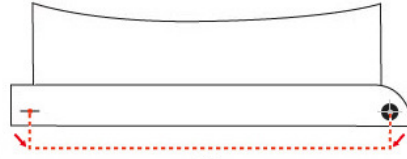
The following sections provide instructions on how you can create your own perfect bespoke shirt. These four (4) measurement methods are completely different from each other but should yield the same result. The steps within each of these methods are not to be interchanged:

- **SHIRT MEASUREMENT METHOD. [Measure your best fitting shirt.](#) **"RECOMMENDED"****
  - Measure the shirt the fits you well and enter the shirt measurements through the control panel.
- **BODY MEASUREMENT METHOD. [Measure your body.](#)**
  - Ask someone to take your own measurements then create your body measurements profile online. Many customers get this wrong the first time, so if you do not have experience doing this, please use "Shirt Measurements Method".
- **[Select from our standard-sized shirts.](#)**
  - Refer to our measurement table to select standard-sized shirt.
- **[Send us your best fitting shirt.](#)**

**Suite 2005, Building 01, Dong An Rd 271,  
Xu Hui District, Shanghai, China 200032  
Attention: William Wang**

## Men's Shirt – Measure your best fitting shirt

Please note that the shirt should be laid flat on a table or smooth surface for proper measurement.



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### 1. COLLAR

The collar measurement should be taken from the middle of the button hole to the center of the collar button when the collar is spread flat.



### 2. CHEST

Button the shirt and lay it flat. Then measure from left seam to right seam just below the armpit.



### 3. WAIST

With the shirt laid flat, measure from left seam to right seam at the waistline.



### 4. HIP

With the shirt laid flat, measure from left seam to right seam at the base of the shirt.



### 5. SLEEVE LENGTH

Lay a sleeve flat and measure along the outside edge (opposite to the sleeve seam) from the top of the shoulder (starting at the seam) to the end of the cuff.



### 6. BICEP

With the shirt laid flat, measure the width of your sleeve at the upper arm.



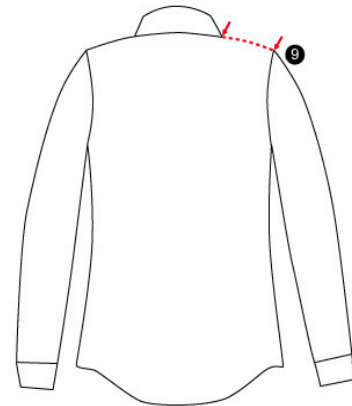
### 7. CUFFS

Spread the cuff on flat surface. Place the measuring tape on the outer edge of the buttonhole and measure across to center of the button.



### 8. YOKE

Measure the distance between the sleeves, from one edge of the shoulder to the other, across the back.



### 9. SHOULDER

Measure the distance between sleeve and collar along the shoulder seam.



### 10. SHIRT LENGTH

Measure from the top of the shoulder at a point near the neck, along the front of your body, to a point where you want the shirt to end.



### 11. ARMHOLE

Place the shirt on a large flat surface so the front of the shirt is facing you. Place the measuring tape at the top of the armhole seam and follow it along its edge to the point where the armhole meets the sleeve seam. (Note: this is a curved measurement, so please measure carefully.)

**Choose your preferred fit:**

**This section is for reference purposes only. We take your measurement as is. We do not add extra measures when you take measurements from your best fitting shirt.**



**Slim Fit**



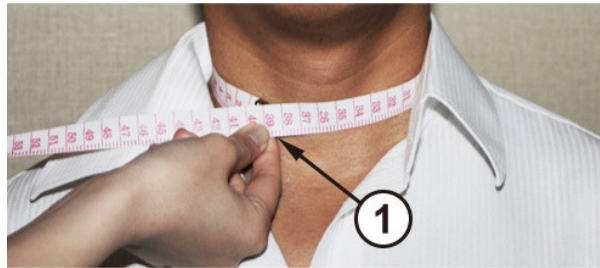
**Normal Fit**



**Loose Fit**

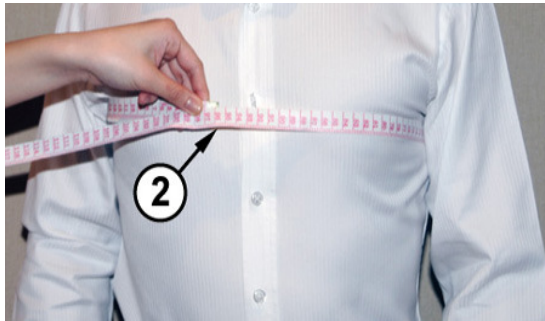
## Measure your body.

**Note: A shirt should be worn for proper measurement.**



### 1. NECK

Place two fingers between the tape measure and the neck as the pictures show, and make sure you can move the tape easily. Do not tighten the tape measure. Make sure that the tape is at the base of the neck where the neck and shoulders meet or at the height where the collar would be if you were wearing a shirt.



### 2. CHEST

Stand up straight, relax and take deep breath with hands down at your side. The chest measurement should be taken around the chest under the armpits. Make sure the tape is parallel and you can move the tape easily. Do not tighten the tape measure. Avoid having thick clothes on when measuring.



### 3. WAIST

Stand up in a relaxed posture, do not hold your breath or hold your stomach in. If you do not have beer belly, the waist measurement should be taken around the waist at the narrowest point. If you have beer belly, you should measure the widest point. Make sure you can move the tape easily. Do not tighten the tape measure.



#### 4. HIPS

Take out all of the stuff in the front and back pockets your trouser. The hip measurement should be taken around the hips at the widest point. Stand up in a relaxed posture, and keep the tape parallel. Do not tighten the tape measure. Make sure you can move the tape easily.



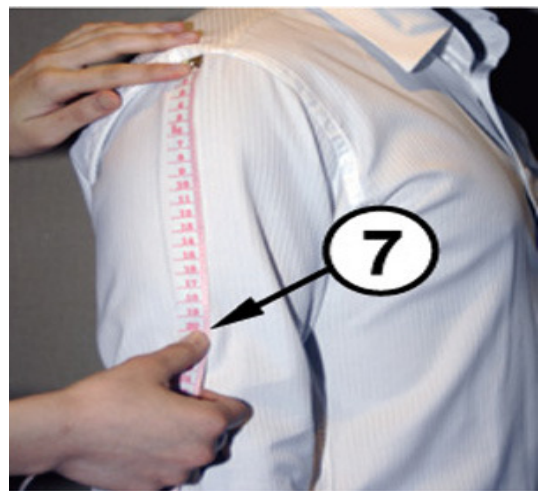
#### 5. SHOULDER

Stand up in a relaxed posture. Measure across the top of the shoulder from one edge to the other. Ensure you take the curved contour over the top of the shoulders as shown. If you are wearing your best fitted shirt measure up to the shoulder seams.



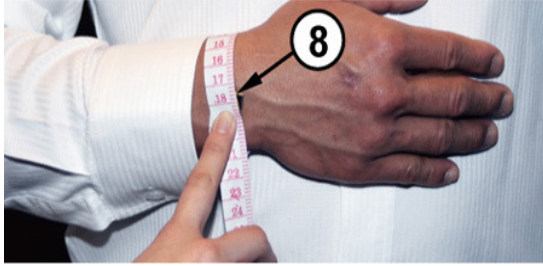
#### 6. SLEEVE LENGTH

The sleeve measurement should be taken from exactly the same point you used earlier for the "Shoulder" measurement. Measure to a point at the wrist where you want the sleeve to end. Do not bend your arms. If you want to match your dress shirt with a suit, you should measure the suit sleeve length you want, and then add one (1) centimeter. That will be the shirt's sleeve length.



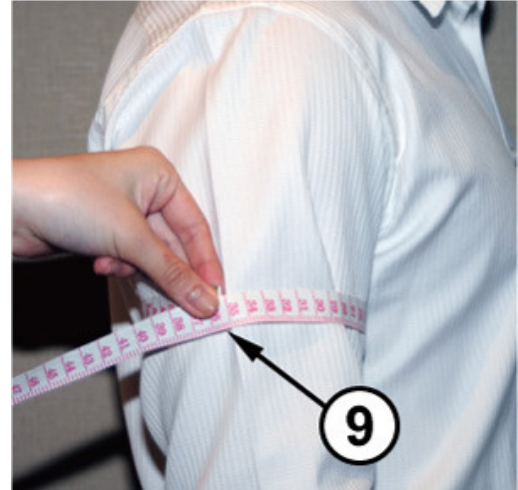
#### 7. SHORT SLEEVE LENGTH

Measure with arm at your side, from the tip of the shoulder to a point on the outside of the arm where you want the sleeve to end.



### 8. WRIST/CUFF

Measure the actual wrist size around your wrist bone. You may also consider adding ¼" to ½" to your size if you wear medium to heavier watches.



### 9. BICEP

Measure around your upper arm at the widest point.



### 10. SHIRT LENGTH

Stand up in a relaxed posture. Measure from the top of the shoulder at a point near the neck, along the front of your body, to a point where you want the shirt to end.

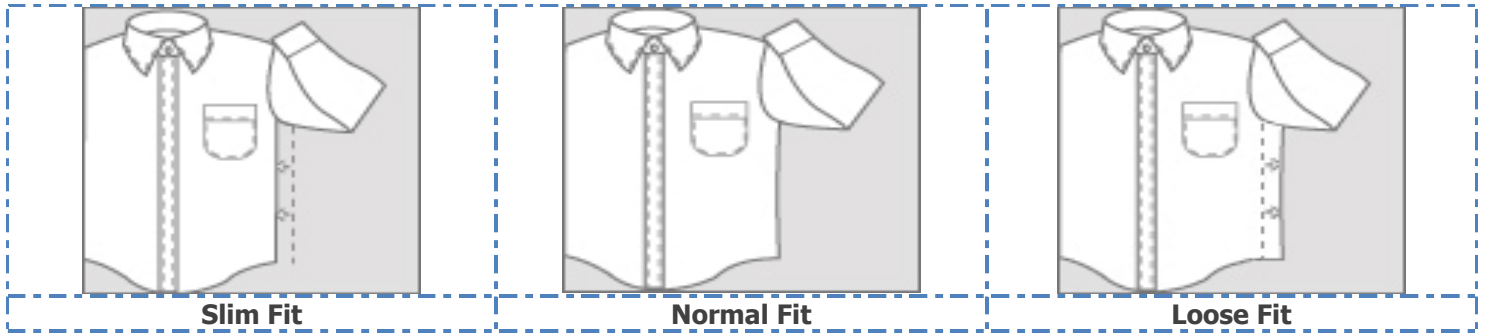


### 11. ARM HOLE

Place the tape measure under your armpit and around the top of your arm. To ensure a comfortable fit, take the armhole measurement with one finger inside the tape measure.



**Choose your preferred fit:**



- **Slim fit:** we add 12 cm to the hip, waist and chest measurements you provided, in order to give you room to move about. Sleeves, collar, shirt length, etc are tailored exactly to your measurements.
- **Normal fit:** we add 16 cm to the hip, waist and chest measurements you provided, to achieve extra room while maintaining that unmistakable tailored look. In addition, we add 4 cm to your shoulders measurements (which means they are 2 cm longer on each side), and take 2 cm off each sleeve. This way the shirt is less tight.
- **Loose fit:** we add 20 cm to the hip, waist and chest measurements you provided. In addition, we add 8 cm to your shoulder measurements (which means they are 4 cm longer on each side), and take 4 cm off each sleeve. This fit is more appropriate for less slim gentlemen.

## Select from our Standard-Sized Shirts.

### Measurement tables for standard sizes

Note: We always recommend that you take your own measurements, either from your body or a shirt you like. Our measures follow European sizes. **The following measurements are taken from finished shirts.**

#### Men's Slim Fit

Shirt Part / Size	XS	S	M	L	XL	XXL
Collar	14 1/8"	15"	15 3/4"	16 1/2"	17 3/8"	18 1/8"
Shirt length	28 3/4"	29 1/2"	29 1/2"	29 1/2"	29 1/2"	29 1/2"
Shoulder width	16 7/8"	17 3/4"	18 1/8"	18 7/8"	19 1/4"	20 1/8"
Sleeve length (Normal)	25 1/4"	25 5/8"	25 5/8"	26"	26 3/8"	26 3/4"
Sleeve length (Extra long)	27 1/8"	27 1/2"	27 1/2"	28"	28 3/8"	28 3/4"
Chest	37 3/4"	39 3/8"	41 3/4"	44 7/8"	48"	51 1/8"
Waist	33 7/8"	36 1/4"	39 3/8"	42 1/2"	45 5/8"	48 7/8"
Sleeve width (at armpit)	9 1/2"	9 7/8"	10 1/4"	10 5/8"	11 3/8"	11 3/4"
Cuff	9 1/2"	9 1/2"	9 7/8"	9 7/8"	10 1/4"	10 5/8"
Hip width	37"	38 5/8"	41"	44 1/8"	47 1/4"	50 3/8"

#### Men's Normal Fit

Shirt Part / Size	XS	S	M	L	XL	XXL
Collar	14 1/8"	15"	15 3/4"	16 1/2"	17 3/8"	18 1/8"
Shirt length	28 3/4"	29 1/2"	29 1/2"	29 1/2"	29 1/2"	29 1/2"
Shoulder width	16 7/8"	18 7/8"	19 1/4"	20 1/8"	20 7/8"	22"
Sleeve length (Normal)	25 1/4"	25 5/8"	25 5/8"	26"	26 3/8"	26 3/4"
Sleeve length (Extra long)	27 1/8"	27 1/2"	27 1/2"	28"	28 3/8"	28 3/4"
Chest	44 7/8"	46 1/2"	48"	49 5/8"	52"	54 3/8"
Waist	41 3/4"	43 1/4"	44 7/8"	46 1/2"	51 1/8"	53 1/2"
Sleeve width (at armpit)	11"	11 3/8"	11 3/4"	11 3/4"	12 5/8"	13"
Cuff	9 1/2"	9 1/2"	9 7/8"	9 7/8"	10 1/4"	10 5/8"
Hip width	44 1/8"	45 5/8"	47 1/4"	48 7/8"	51 1/8"	53 1/2"

### Men's Loose Fit

Shirt Part / Size	XS	S	M	L	XL	XXL
Collar	14 1/8"	15"	15 3/4"	16 1/2"	17 3/8"	18 1/8"
Shirt length	28 3/4"	29 1/2"	29 1/2"	29 1/2"	29 1/2"	29 1/2"
Shoulder width	16 7/8"	18 7/8"	19 1/4"	20 1/8"	20 7/8"	22"
Sleeve length (Normal)	25 1/4"	25 5/8"	25 5/8"	26"	26 3/8"	26 3/4"
Sleeve length (Extra long)	27 1/8"	27 1/2"	27 1/2"	28"	28 3/8"	28 3/4"
Chest	44 7/8"	46 1/2"	48"	49 5/8"	52"	54 3/8"
Waist	44 7/8"	46 1/2"	48"	49 5/8"	52"	54 3/8"
Sleeve width (at armpit)	11 3/8"	11 3/4"	12 1/4"	12 1/4"	13"	13 3/8"
Cuff	9 1/2"	9 1/2"	9 7/8"	9 7/8"	10 1/4"	10 5/8"
Hip width	44 7/8"	46 1/2"	48"	49 5/8"	52"	54 3/8"

### Send us your best fitting shirt.

Have a favorite shirt that fits just right and you simply want a new shirt that has the same wonderful fit? Mail it to us and we will do all the measuring. We will also keep a perfect record of the size and other details so you would not have to do this again.

Please mail your shirt to the address listed, include your notes on any changes to the size and style preference. Your shirt will be promptly returned to you along with your new shirts.

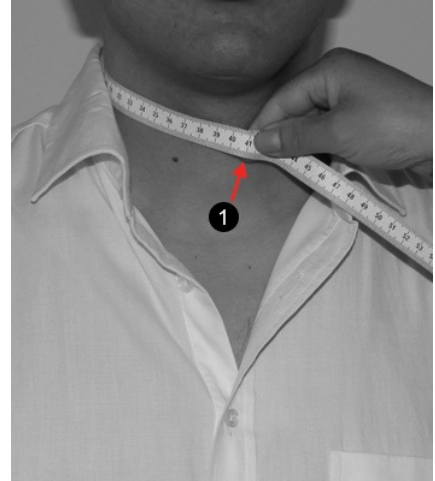
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Xu Hui District, Shanghai, China 200032  
Attention: William Wang**

# Guide to a Perfect Suit Fit

**Body Measurements.** (Ask a friend for help or have your local tailor measure you based on our guide.)

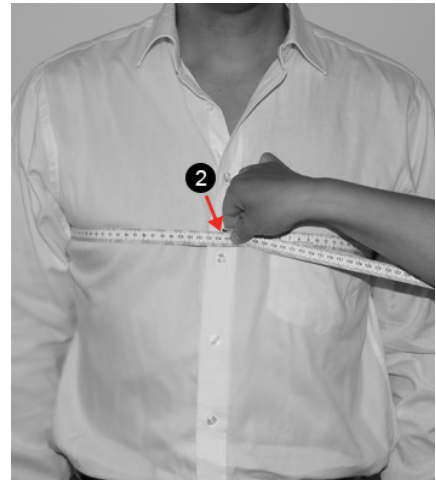
## 1. NECK

Measure around the lower part of your neck, placing a finger between the tape measure and the neck. You should not feel restricted by the tape for a comfortable fit, and should be able to put your index finger inside the tape.



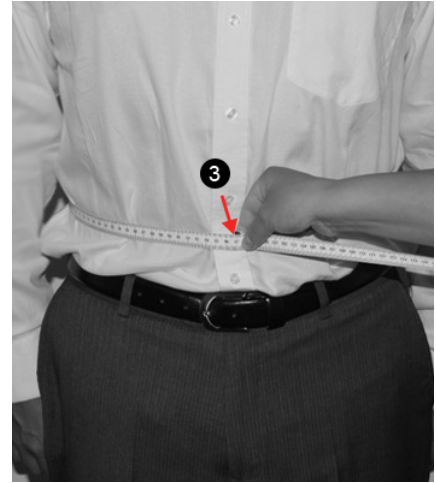
## 2. CHEST

Measure around the fullest part of the chest. The measuring tape is usually around the nipple level, under the armpits, and over your shoulder blades. Do not overinflate your chest but stand normally, you should be able to fit your index finger in between the tape and your chest.



### 3. STOMACH

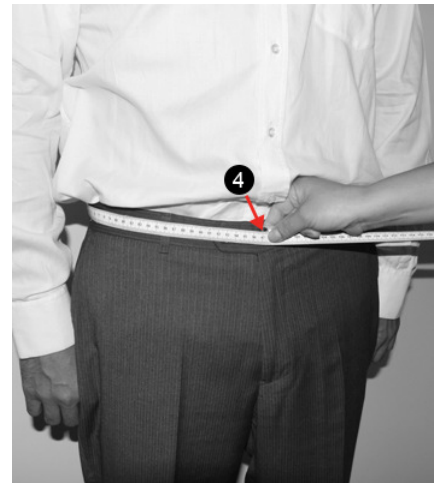
Measure around the widest part of your abdomen, placing a finger between your body and the tape. Make sure the tape is at the same height at all times. The widest part of the abdomen usually coincides with the belly button. Do not hold your stomach in.



### 4. WAIST

Wearing trousers and a shirt put the measuring tape around your waist at the height where you would wear your pants and adjust to your designed snugness with room for a finger. Make sure the tape is snug and does not ride over the waistband but you should be able to put your index finger inside the tape.

As a guide, this measurement will be about 2 inches above what you take off-the-rack as they like to flatter, but unfortunately we need real measurements.



### 5. HIPS

Wearing trousers, measure around the fullest part of your hips, placing a finger between your body and the tape. Make sure the tape is straight at all times.

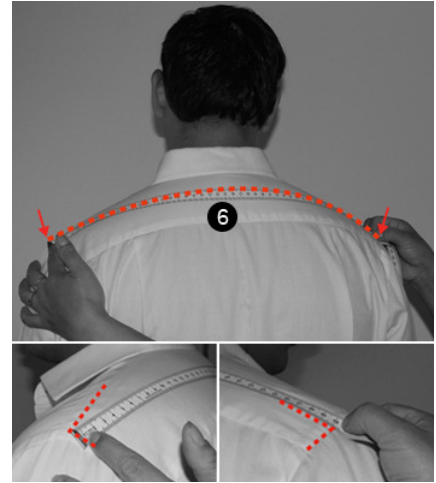
Make sure your pockets are empty and the tape is not restrictive. As a guide, you should not make the tape too snug. You only just be able to feel the tape when measuring.



## 6. SHOULDER

Measure across the top of the shoulder from one edge to the other. Ensure you take the curved contour over the top of the shoulders as shown.

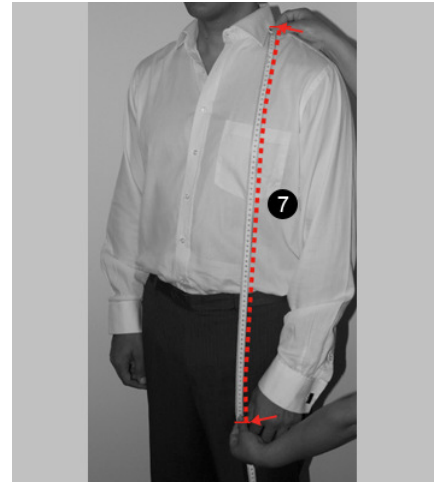
Wearing your best fitted shirt or suit measure up to the shoulder seams.



## 7. JACKET LENGTH

Measure from the highest part of your shoulder (where shoulder and neck seams meet) all the way down to the desired length, usually around the thumb joint. When measuring, adopt an upright position with both arms on your sides.

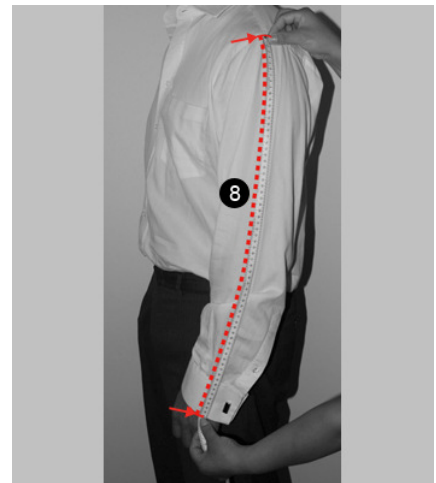
A shorter, trendier length, looks good when coupled with jeans, but is an acquired taste in a suit.



## 8. SLEEVE LENGTH

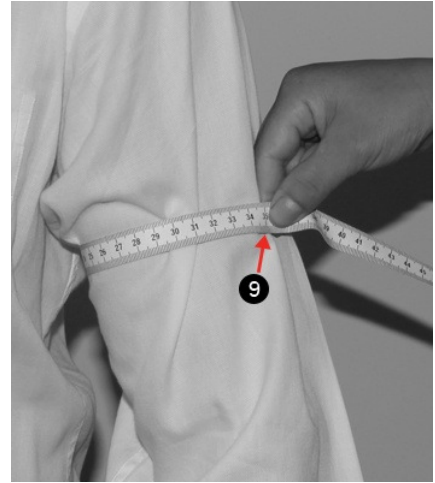
Wearing a shirt that you like, measure with arm at your side, from the shoulder's seam all along the arm until you find the desired length. Your measurement will be the length of your jacket sleeve.

We recommend that the sleeve should go to the base of your thumb (located at the **wrist joint**).



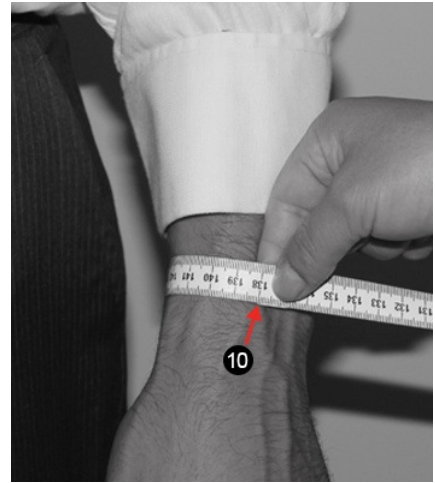
### 9. BICEP

Measure around your upper arm at the widest point when flexed leaving one finger of space to take the measure.



### 10. WRIST

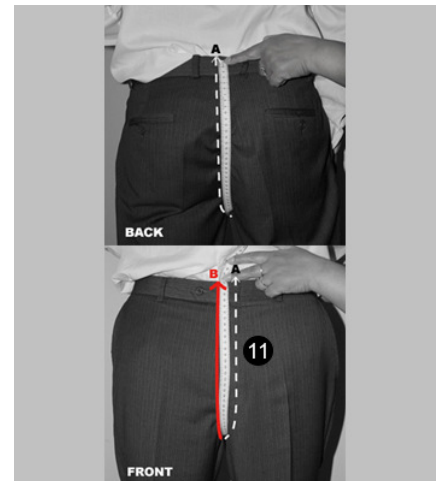
Measure around your wrist bone leaving one finger of space to take the measure.



### 11. CROTCH

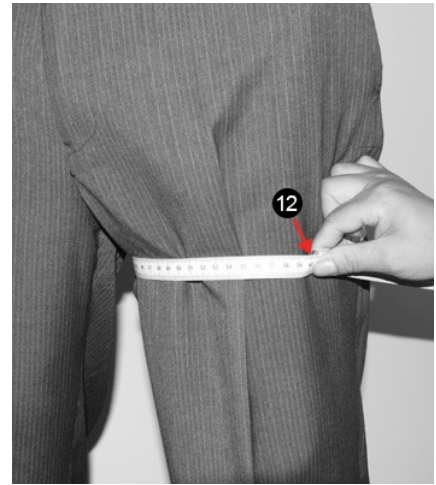
Measure from the top middle of the back pants waist (see point A) all along the crotch seam through your legs until the top of front waist (see point B)

Important: If you have any doubt, compare this measure with pants that fit you well.



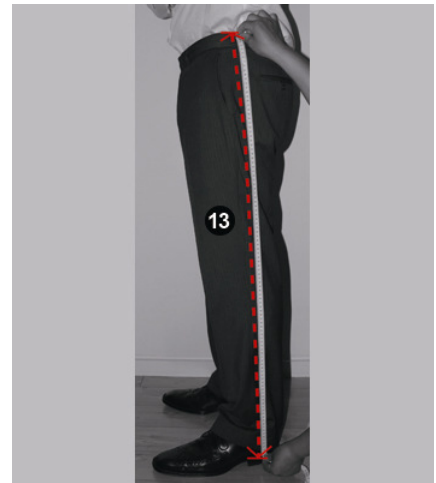
## 12. THIGH WIDTH

Wearing trousers, empty your pockets then, Start at the top of your inseam, measure around your thigh with room for a finger.



## 13. PANTS LENGTH

Measure from the top of pants waist all along the side pant seam until the bottom of your pants or roughly 1 inch from the ground.



## 14. INSEAM

Measure from the lowest part of your crotch area to the floor.

Make sure the tape is tight along the inside of your leg, that you are standing straight, and then measure.

No shoes please!





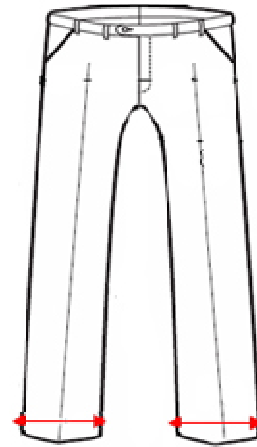
### 15. KNEE

Measure around your knee at its widest point. You need only measure one knee.



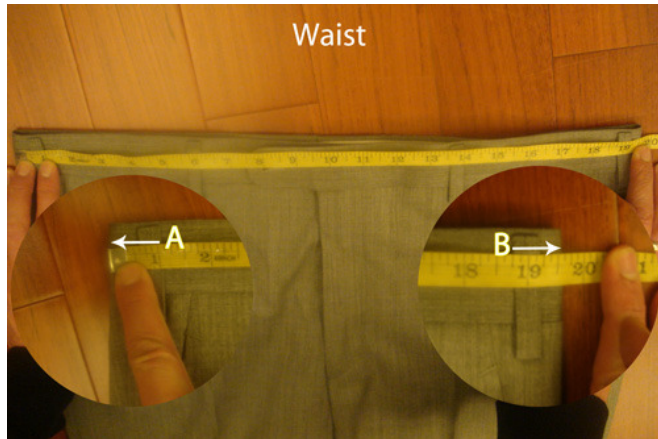
### 16. HALF HEM

Measure the width you want for the bottom of your trousers.



## Guide to a Perfect Fitting Trousers / Slacks

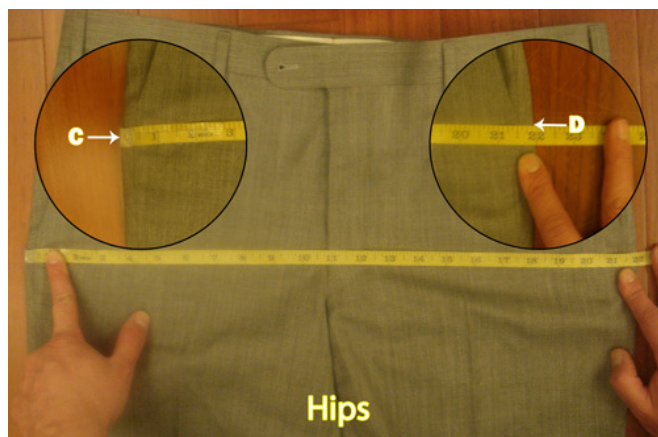
**FINISHED PANTS MEASUREMENT METHOD. [Measure your fitting pants.](#) "RECOMMENDED"**



**WAIST**

### WAIST

1. Button up the slacks or trouser you are measuring.
2. Lay the garment out flat on a table or floor.
3. Measure from one side of the waist to the other - from point "A" to point "B" as shown in the picture on the left.



**HIPS**

### HIPS

1. Button up the pants or trouser you are measuring.
2. Lay the garment out flat on a table/floor. Take care to pull any wrinkles and fullness from the back panels.
3. Measure the distance between the two hip points "C" & "D" as shown by image on the left.



**THIGH**

### THIGH

1. Button up the slacks or trouser you are measuring.
2. Lay the garment out flat on a table or floor.
3. Measure at the crotch seam line – from point "E" as shown on the left image to the outside of the leg, point "F", parallel to the waist band.

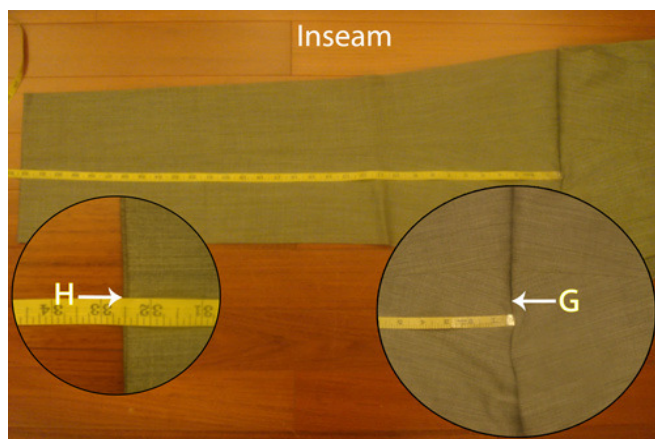


### OUTSEAM

### OUTSEAM

1. Button up the slacks or trouser you are measuring.
2. Lay the garment out flat on a table or floor with outseams at both edges. Take care to pull any wrinkles and fullness from the back panels.
3. Measure the distance from the top of the waist band to the bottom of the hem.

This distance is the Outseam or the length of the trouser.

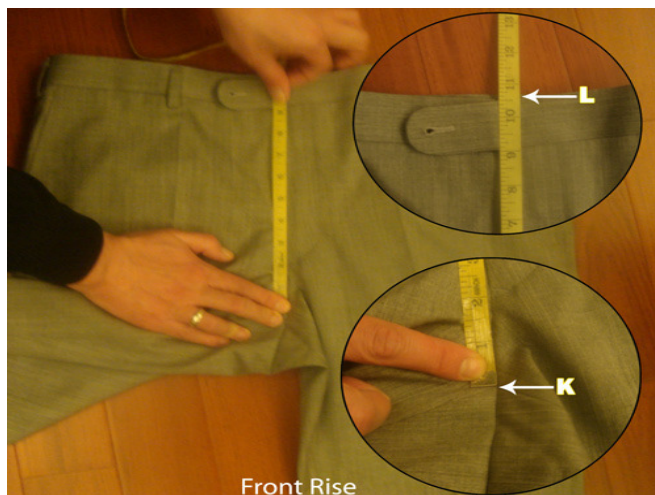


### INSEAM

### INSEAM

1. Button up the jean or trouser you are measuring.
2. Lay the garment out flat on a table/floor. Take care to pull any wrinkles and fullness from the back panels.
3. Measure the inseam distance from Crotch, where the front and back seams meet, point "G" to the bottom of the leg, point "H", at the length you wish to wear bearing in mind whether you wish to cover the boots or shoes.

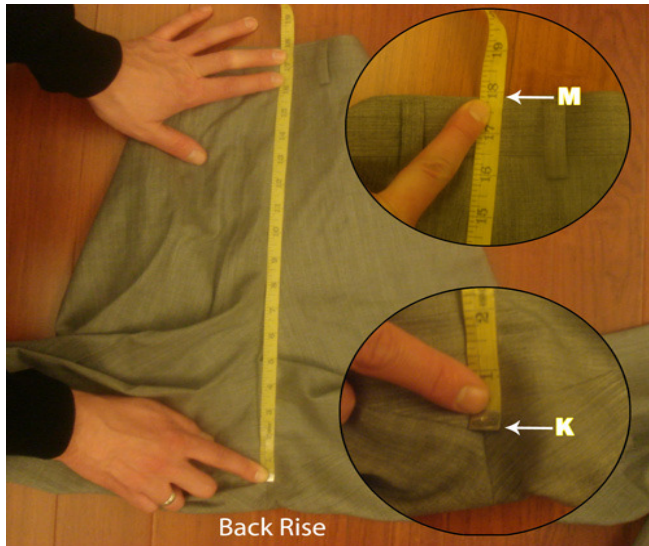
This distance between points G to H is the inseam measurement.



### FRONT RISE

### FRONT RISE

1. Button up the pants or trouser you are measuring.
2. Lay the garment out flat on a table or floor. Take care to pull any wrinkles and fullness from the back panels.
3. Measure from the crotch seam - point "K" as shown in the left image (the point where the inseams meet) to the top of the waistband (point "L").

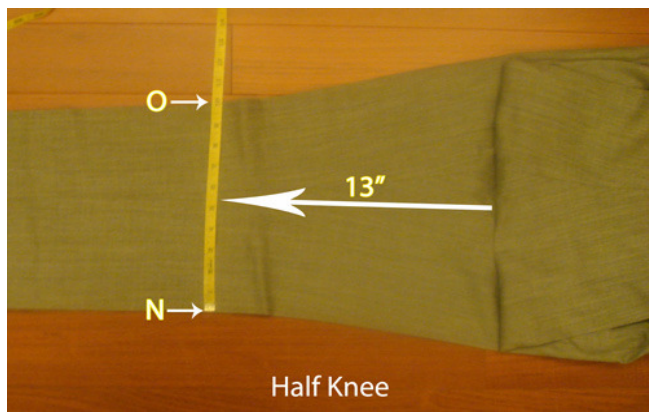


### BACK RISE

#### BACK RISE

1. Button up the pants or trouser you are measuring.
2. Lay the garment out flat on a table or floor. Take care to pull any wrinkles and fullness from the back panels.
3. Measure from the crotch seam- point "K" in the image on the left (the point where the inseams meet) to the top of the waistband (point "M").

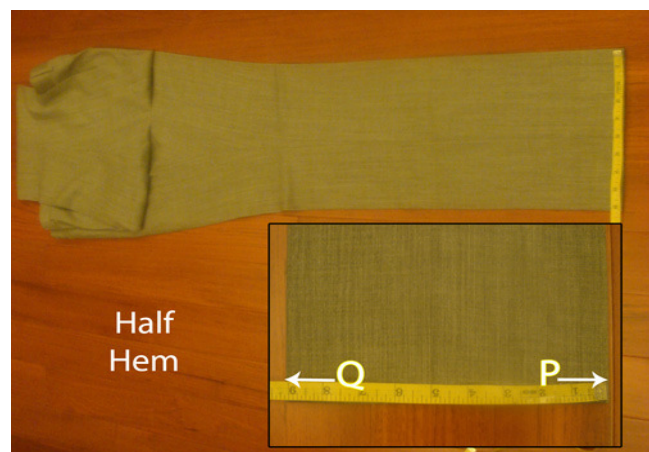
This measurement is known as Back Rise



### KNEE

#### KNEE

1. Button up the pants or trouser you are measuring.
2. Lay the garment out flat on a table or floor. Take care to pull any wrinkles and fullness from the back panels.
3. The knee is positioned about 13" from the crotch seam halfway down. Measure the distance between points "N" and "O" as shown in the picture on the left.



### LEG OPENING

#### LEG OPENING

1. Lay the slacks or pants flat on a table with outseams at both edges.
2. Measure from one side of the leg opening to the other side - from points "P" to "Q" as shown in the picture on the left.

## Body Measurement – Women's Shirt



### SHIRT LENGTH

Take the measure from the highest part of your shoulder (A) (next to the collar) to the longest part of the shirt (B). See image on the left.



### SHOULDER WIDTH

Ask for a friend's help. Put on a shirt that fits you well and measure between your shoulders. The measuring tape should be close to the lowest part of the shirt's neck.

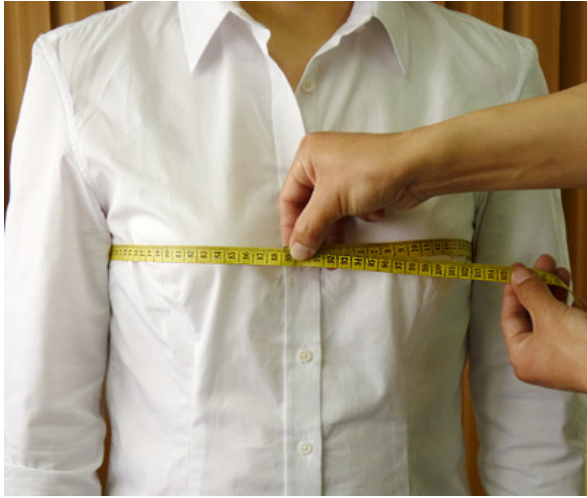
Measure the distance from one shoulder to the other, the measuring tape has to start and finish one centimeter before the end of your shoulder. See picture on the left.



### NECK

Measure around your neck. Adjust the measuring tape to your preferred looseness. It is very important to introduce a finger between your body and the tape.

**Tip:** Alternatively, you can measure the collar of a shirt that fits you well. You should measure from the buttonhole to the button around the neck.



## CHEST

Measure around the widest part of your chest (put the measuring tape on both nipples). Let loose so that you can put a finger between your body and the tape. Make sure that the tape is at an even height all the way around.

**Remember:** It is very important that the measuring tape is at level of both nipples and put a finger between your body and the tape.



## BICEP

Measure around the widest part of your bicep. Let loose so that you can put a finger between your body and the tape.



## WRIST

Measure around the wrist leaving one finger of space to take the measurement.



## SLEEVE

Put on a shirt that fits you well. Measure from the shoulder's seam all along the arm until you find the desired length.

**Tip:** The most used length is to measure from the shoulder's seam to where the thumb bone starts (see picture on the left).



## WAIST

Put the measuring tape around your waist, waist is the narrowest part of your body at the height where you would wear your pants. Let loose so that you can put one or two fingers between your body and the tape.

**Note:** Your off-the-rack pants size is **NOT** the same as your actual waist size. We need actual measurement.



## STOMACH

Measure around the widest part of your abdomen. Let loose so that you can put a finger between your body and the tape. Make sure the tape is at the same height at all times.

The widest part of the abdomen tends to be 3-4 cm under the belly button. Remember to put a finger between your body and the tape.



## HIPS

Measure around the widest part of your waist (normally around your behind). Make sure that you can put a finger between your body and the tape. The tape should be straight at all times.



## BREAST POINT

Measure from the highest point of your shoulder, to the breast point (the most outstanding part of your breast).



## WAIST POINT

Measure from the highest part of your shoulder, next to the collar to your waist through the most outstanding part of your breast. Please see picture on the left.





## SLEEVE HOLE

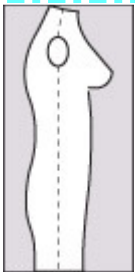
Take the measure around your armpits. Leave space for one finger between the shoulder and the tape.



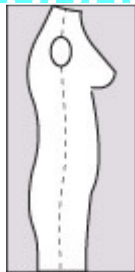
## BUST

Measure from the armpit to the other one by the front side.

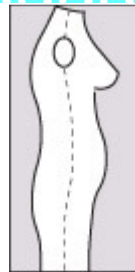
### Stomach



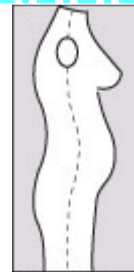
Flat



Average

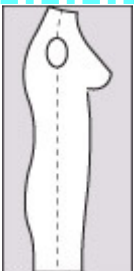


Rounded

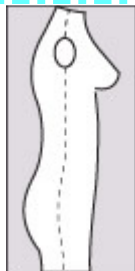


Stout

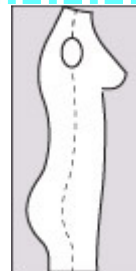
### Bottom



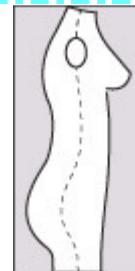
Flat



Average



Rounded



Stout