

Why patternmakers Halfway Around the World Do a Poor Job.

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The shape and contour of certain parts of the body define fit beyond what measurements can capture. For example, we can measure the waist, high hip and low hip measurements, as well as the trunk. It is, however, impossible with these measurements to capture the true contour of the derriere (bottom). These four key measurement together cannot ensure good fit. Bottoms with a *flatter* shape can have the same body measurements if they are wider in the hip, than bottoms with the same measurements that have a *rounder* contour but are narrower in the hip. The proportional dimensions are different beyond what is captured through these conventional fit measurements. The result is a garment that pinches uncomfortably in the crotch. Other portions of a garment that typically pose a similar problem are the armhole opening and shoulder area, the nape of the neck, and the contour of the chest. This is why the **patternmaker** must know the **contours and proportions** of a company's target customer in addition to their body dimensions for garments to fit **properly**.



Note: The waist, hip, thigh and trunk measurements for both of these jeans are identical. However, as you can plainly see, the proportional shape is different. Only the contour of the patterns can differentiate the fit between these two styles.