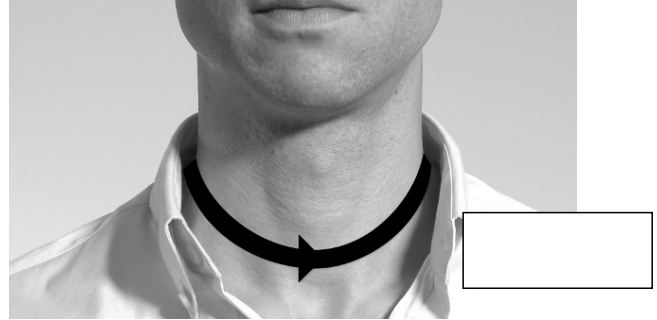


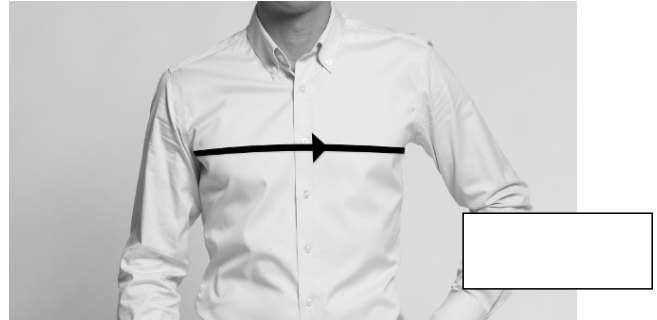
1. Neck

The neck measurement is taken around the neck with the tape resting on your shoulders. You should put one finger between the tape and the neck if you want to allow for some extra room.



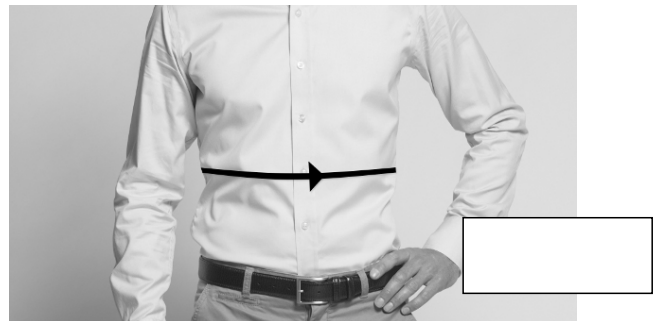
2. Chest

The chest measurement is taken as a circumference measurement around your chest at the widest point. Stand in a relaxed posture and breathe out.



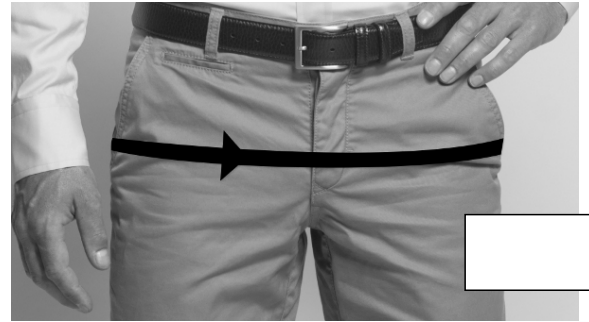
3. Waist

The waist measurement is taken as a circumference measurement around your waist just above your belly button. Stand in a relaxed posture and breathe out.



4. Seat

The seat measurement is taken as a circumference measurement around your seat at the widest part.



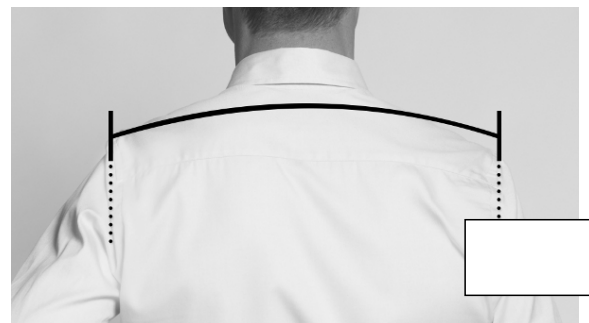
5. Shirt length

The shirt length measurement is taken from the top of the shoulder, close to the mid side of your neck, following your body down to the point where you want your shirt to end.



6. Shoulder width

Think of a line going from your armpit straight upwards to your shoulder. Measure between those two points and hold the tape measure straight.



7. Arm length

The sleeve length measurement is taken from the point of your shoulder (where you took the shoulder width measurement), following your bent arm down to where you want the sleeve to end. NOTE 1! Bend your arm slightly when taking this measurement. NOTE 2! This measurement is always the full length of the arm. For short sleeve and 3/4 sleeve you should still measure the full length of the arm.



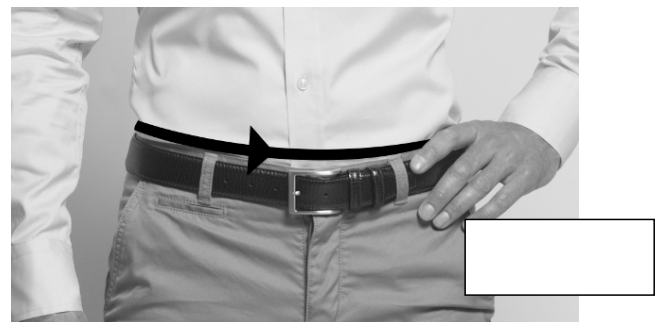
8. Wrist

The wrist measurement is taken as a circumference measurement around your wrist. NOTE ! We will add movement ease according to the cuff you select.



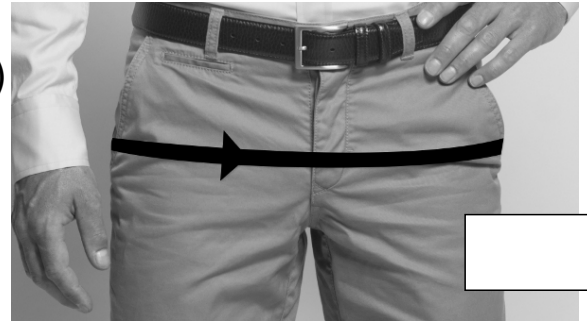
9. Hip measurement (for the bottoms)

The hip measurement is a circumferential measurement. NOTE! please measure directly on the body i.e. not outside of the garment or on top of a belt.



10. Seat measurement (for the bottoms)

The seat measurement is a circumferential measurement taken around the seat at your widest point



11. Inseam

The inseam is measured from the crotch along the inner side of the leg straight down to the floor. Stand upright, do not bend the leg and ask someone to help you take the measurement.



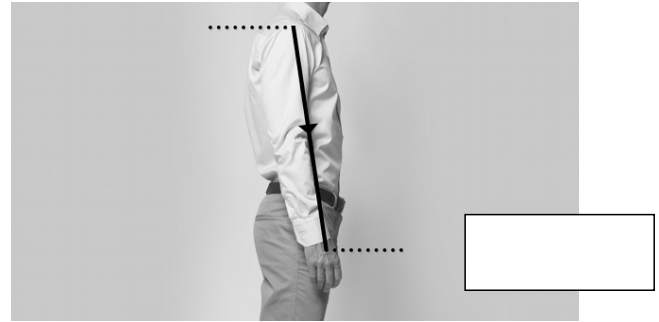
12. Hip

The hip measurement is taken as a circumference measurement around your hips at the widest part.



13. Sleeve length - Jacket and Coat

The sleeve length is being measured from the edge of your shoulder down to where you would like the sleeve to end. Stand relaxed and with both arms hanging loosely down the sides.



14. Sleeve length for suit

Place the tape measurement at the point where your shoulder and arm join. Measure straight down to the knuckle of your middle finger. Relax your arm while measuring. Note! This is not the length of your finished jacket arm. We will use this measurement to calculate the optimal length for your jacket arm.



15. Jacket length

Jacket length (back) is taken from the top bone of your spine down to the point where you want your jacket to end (in general, this measurements lies between 70-80 cm depending on height and personal taste).

