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# WOMEN'S WEAR *fashioned to fit*

There is no age limit on dressing attractively. Good grooming and dressing to suit individual likes and needs are important throughout life.

We can feel good about what we're wearing and comfortable in what we're wearing — and in doing so, feel good about ourselves.

Choose clothes to wear, relax and enjoy. The rules are relaxed — we no longer need be so influenced by former "do's" and "don'ts" in dress.

- What are your likes in color and style?
- What are your needs in style, size and fit?
- What are your needs in comfort and care?

## COLOR *is usually the eyecatcher*

Wear colors you like, that make you feel good — colors that give your skin a clear look, that highlight your hair and eyes. Lighter color values to frame the face are often more flattering.

Color can be a camouflage for appearing to make a heavy figure look slimmer. Do you want to wear colors that seemingly make you look a few pounds lighter?

## STYLE *serves both the esthetic and functional*

- to give line direction and shape
- to fit your body measurements
- to provide additional fabric for easy body movement and comfort

Style and size go hand in hand but

clothes marked the same size might fit you quite differently because of the style features. Look for style features that will give you more fabric, more ease in body areas where you need it: bust, waist, hips, arm, thighs.

## SIZE *a framework within which to shop*

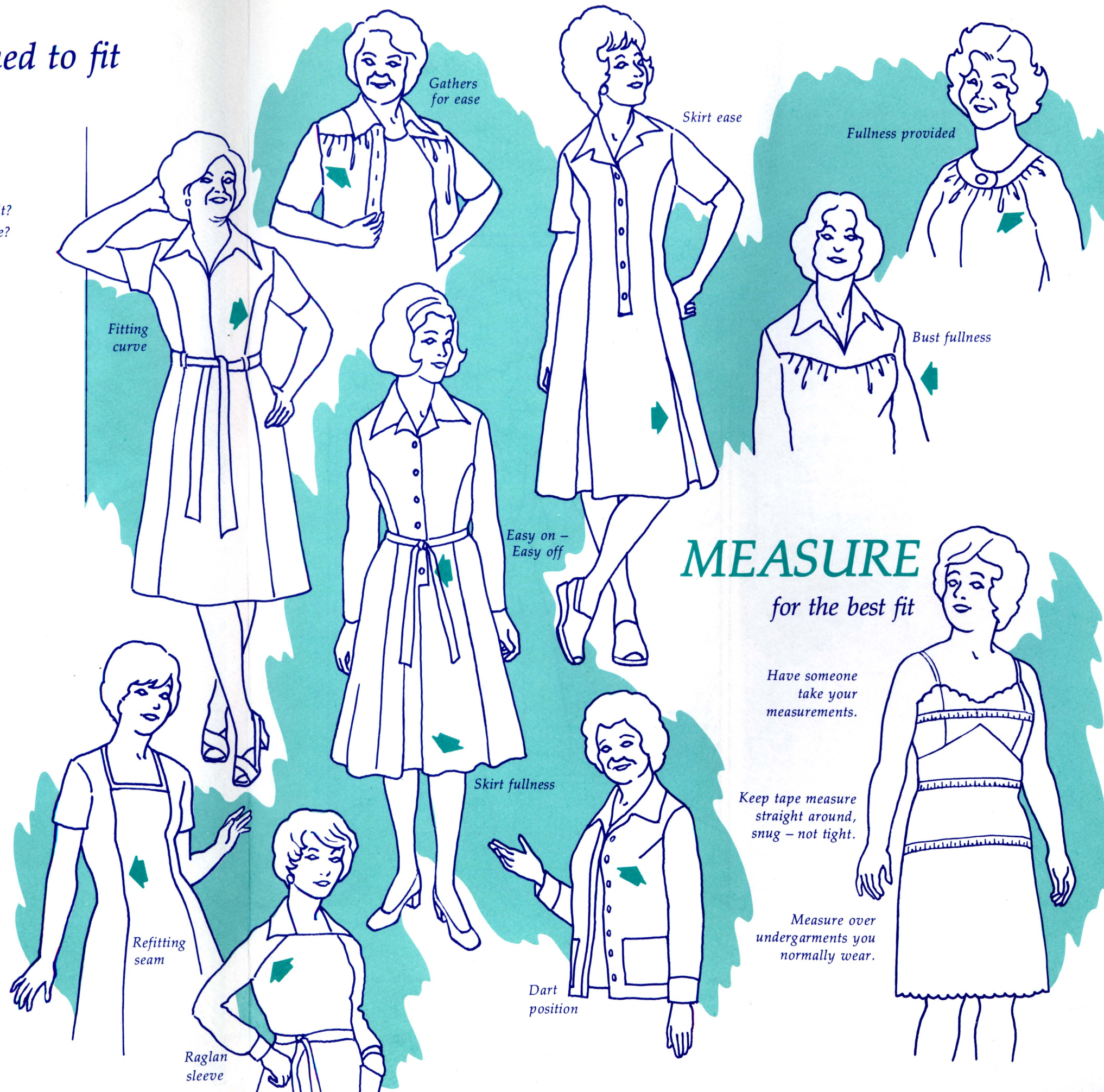
Even though size categories are useful and are more specialized than ever, they are only a take off point for exploring sizes to give you the most flattering and comfortable fit.

- The same size number in different brands of clothes can vary considerably in how it fits you.
- The same size in different brands can have quite different allowances for ease, beyond actual body measurements.
- Size selection is becoming even more important because rising manufacturing costs have reduced seam and hem allowance, which used to permit us to "let out" clothes.
- Don't limit your looking to one size. Move up or down the size scale or try on both regular and half sizes.

- Let's overcome size phobias like "I always wear a regular 18" or "I never wear a half size." Changing sizes can often turn you on to a more attractive and more comfortable fit.
- The first step in finding a better fit is to investigate other sizes.

Brands of clothes are produced within a range of styles and sizes. Among various brands:

- Half sizes range from 12½ to 34½
- Junior sizes range from 3 to 17
- Junior Petite range from 3 to 17
- Misses size range from 6 to 24
- Misses Petite range from 4 to 20
- Women's sizes range from 34 to 60
- Tall sizes range from 1C to 24



## MEASURE

*for the best fit*

Have someone take your measurements.

Keep tape measure straight around, snug — not tight.

Measure over undergarments you normally wear.

# COLOR • STYLE • SIZE *put it all together*

Once you've found a color, style and fabric you like, trying the garment on puts it all together so you can decide if it looks and feels right for you.

- Does the neckline lie flat?
- Do the shoulders end where yours do?
- Is there enough room at the bust, waist, hips, upper arms?
- Does the waistline position coincide with your waistline?
- Do the skirt, jacket, or pants hang even?
- Are sleeve, skirt, pants, or blouse long enough? If not, can hem(s) be let down?
- Are skirt or pants too slim or too full?
- Are seams, especially side seams, pulled out of line?
- Does any area strain, pull, sag, or ride up?
- Does it bind or feel tight in any area?
- Does it pass the motion test? Reaching, bending, sitting?
- Can you get into and out of it easily?
- Are fasteners easy to use and easy to reach?
- Does it feel bulky or heavy?
- Will it help you to keep as warm or as cool as you want?
- Are you satisfied with the suggested care requirements?

The more variation in your figure, the more it will help you to try on a range and variety of sizes and brands, if possible.

Some clothes on the rack may not appeal to you at all, or you may reject a salesperson's suggestion, but "trying on" is the real test.

Shop for and try on clothes when feeling your best, when rested, and when stores are least busy.



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