

Neck

Measure around the bottom/base of the neck – allowing one finger to fit between the tape and the neck.



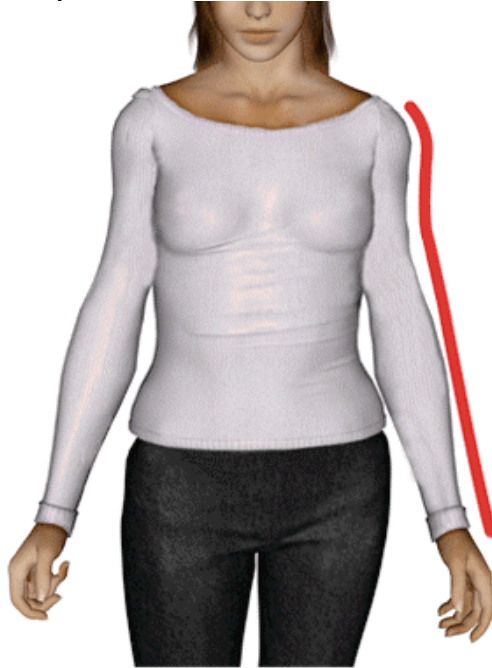
Shoulders

Place the tape on top of the shoulders. Measure from the farthest outside point of one shoulderbone to the other – passing over the predominant bone located at the centre of the back of the neck.



Sleeve length

Measure from the same outside point of the shoulderbone as you did with the shoulders. Measure down the arm to one inch before the first thumb knuckle. Make sure the subject's arms are relaxed by their side.



Wrist / cuff

Measure around the widest part of the wrist, allowing one finger to fit in-between the tape and the wrist.



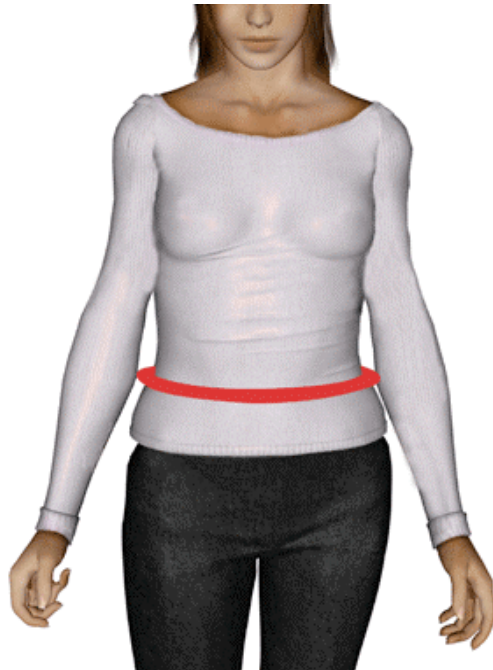
Chest/Bust

Measure around the largest part of the subject's chest just below the armpits. Make sure the subject is standing with a relaxed posture.



Waist

Measure around the slimmest part of the waist ensuring you incorporate the fullest part of the stomach. Make sure the subject does not hold in their stomach.



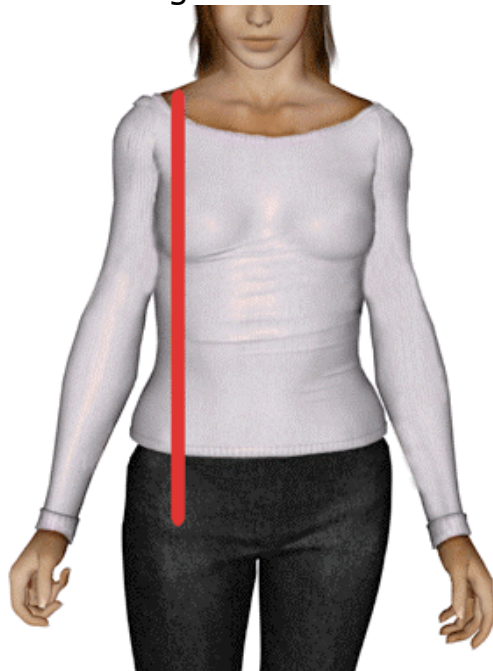
Hips

Measure around the widest part of the hips incorporating the widest part of the subject's rear-end.



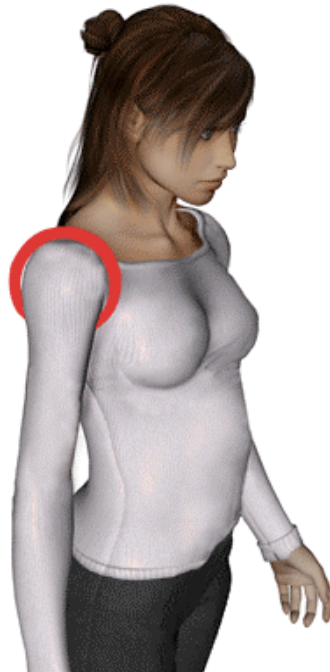
Length

Measure from the top of the shoulder muscle, at the point at which it meets the base of your neck, down the front of the subject to the desired length of the shirt.



Arm hole

Start and finish from the outside point of the shoulder, measuring firmly down and around the under arm.



Bicep (optional)

Measure around the largest part of the bicep area.



Forearm (optional)

Measure around the largest part of the forearm area.

