APPAREL SIZING SYSTEM AND METHOD

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ABSTRACT

The present invention relates generally to an alternative apparel sizing system and method that replaces the current numerical sizing system with descriptive affirmations. More particularly, the present invention, through the use of the descriptive affirmations, will provide the clothes shopping consumer a more positive shopping experience by improving their overall self-image and psychological well-being.
Selecting a traditional size designation corresponding to an article of clothing

Selecting a descriptive affirmation

Assigning the descriptive affirmation to the traditional size designation corresponding to the article of clothing

Providing the article of clothing with the descriptive affirmation corresponding to the size designation for the article of clothing

Figure 1
APPAREL SIZING SYSTEM AND METHOD

CROSS REFERENCES


FIELD OF INVENTION

[0002] The present invention relates generally to the field of clothing. More particularly, it concerns an apparel sizing system and method for providing a more positive shopping experience by enhancing the mood and self-image of the customer.

[0003] The present invention relates to an apparel sizing system and method. More particularly, but not exclusively, the present invention relates to an alternative sizing system to the current numeric system incorporating positive, descriptive terms on clothing apparel tags and labels.

BACKGROUND OF THE INVENTION

[0004] The clothes shopping experience is often a time consuming, frustrating process that many clothes shopping consumers find detrimental to their self-esteem. The inconsistencies in the current apparel sizing system contribute to the intimidating nature of this process. The clothes shopping consumer is required to adhere to conventional sizing systems based on standard body measurements or a fixed body proportion model not commonly encountered in the general population. In addition, the so-called standard body measurements will vary between manufacturers and designers. To address this problem, the American Society for Testing and Materials has made attempts over the years to develop a standardized apparel sizing system. Unfortunately for the consumer, no universal sizing standards have been adopted by clothing manufacturers and designers.

[0005] The lack of a universal sizing standard has resulted in assigning a numerical value to an article of clothing that will vary between different manufacturers. Thus, the clothes shopping consumer is faced with a range of size designations to choose from when trying on similar items from different clothes manufacturers and designers. In fact, in 2005 Consumer Reports found that the same size designation for pant waists varied as much as three inches among different manufacturers. Contributing to the variation in size designations between manufacturers and designers is the industry practice of vanity sizing. This common practice by some clothing manufacturers, in an attempt to boost the ego of the consumer, will take an item of clothing with a size designation of 8 this season and next season designate the same item as a size 6. Since the consumer now believes they are able to fit into a smaller size, their self-esteem is elevated. While admirable in their efforts to boost the self-esteem of consumers, manufacturers practicing vanity sizing only contributes to the confusion and frustration experienced by today’s clothes shopping consumer. With the lack of sizing standards and the practice of vanity sizing, consumers are left confused as to their body image and proportions in the context of purchasing articles of clothing.

[0006] Confusion as to a consumer’s body image and proportions can have detrimental effects on the clothes shopping consumer’s self-esteem. Studies have demonstrated that women often use their choice of clothing as an attempt to improve their self-image. For example, women often will purchase an article of clothing in a smaller size without regard to its color or fit. The failure in this line of reasoning lies in the fact that the label or tag containing the size designation is not visible to the public but hidden on the inside of the article of clothing. While men may not necessarily follow this same line of logic, many times they fail to acknowledge their expanding waistline and continue to purchase the same size pant from younger years choosing instead to allow the waistline to sink lower and lower on their abdomen. Thus, there is evidence suggesting size designation on an article of clothing has an effect on a consumer’s self-esteem and body image.

[0007] As a possible result of the clothes shopping consumer’s confusion and lowered self-esteem, many are turning to the Internet for their clothes shopping needs. Online apparel retail sales are one of the largest and fastest growing categories in the United States. Consumers are faced with size inconsistencies but overcome this problem by purchasing two or three of the same item in different sizes intending on keeping only the single item that fits best while returning the others. By shopping online, the consumer can minimize the frustration and psychological effects encountered by shopping publicly in the local malls and department stores.

[0008] The current inconsistencies in the numerical sizing system used by most clothing manufacturers fail to address the psychological impact on the consumer but instead choose to adhere to an unachievable and often computer enhanced body image for their clothing designs leaving the average consumer confused and insecure in their self-image. It is an object of the present invention to overcome these shortcomings and provide the consumer a more positive clothes shopping experience while elevating their self-image and overall psychological well being. This invention is a comprehensive apparel sizing system and method designed to revolutionize the fashion industry by replacing the current numerical sizing system with a descriptive affirmation.

SUMMARY OF THE INVENTION

[0009] Various exemplary embodiments as described herein address the desirable aspects lacking in the relevant art and provide in various exemplary systematic embodiments a system and method directed to apparel sizing incorporating the use of descriptive affirmations.

[0010] In a preferred embodiment of the present invention, a method of replacing traditional size designations is described comprising the steps of selecting a traditional size designation corresponding to an article of clothing; selecting a descriptive affirmation; assigning the descriptive affirmation to the traditional size designation corresponding to an article of clothing; and providing the article of clothing with the descriptive affirmation corresponding to the traditional size designation for an article of clothing.

[0011] Another embodiment of the present invention is directed to an alternative sizing chart for an article of clothing, comprising a first set having at least one traditional size designation corresponding to an article of clothing and a second set having at least one descriptive affirmation.

[0012] It is contemplated that any method, system or information described herein can be implemented with respect to any other method, system or information described herein.

[0013] Unless otherwise defined, all terms used herein have the same meaning as commonly understood by one of ordinary skill in the art to which this invention belongs. Methods
and materials are described herein for use of the present invention; other suitable methods and materials known in the art can also be used. The materials and methods, and examples are illustrative only and not intended to be limiting. All publications, patent applications, patents and other references mentioned herein, are incorporated by reference in their entirety. In case of conflict, the present specification, including definitions will control.

[0014] These, and other, embodiments of the invention will be better appreciated and understood when considered in conjunction with the following description and the accompanying drawings. It should be understood, however, that the following description, while indicating various embodiments of the invention and numerous specific details thereof, is given by way of illustration and not of limitation. Many substitutions, modifications, additions and/or rearrangements may be made within the scope of the invention without departing from the spirit thereof, and the invention includes all such substitutions, modifications, additions and/or rearrangements.

BRIEF DESCRIPTION OF THE FIGURES

[0015] The following drawings form part of the present specification and are included to further demonstrate certain aspects of the present invention. The invention may be better understood by reference to one or more of these drawings in combination with the detailed description of specific embodiments presented herein.

[0016] FIG. 1 illustrates a flowchart for a method of replacing traditional size designations for an article of clothing with a descriptive affirmation.

[0017] FIG. 2 illustrates a sizing chart for clothing with the traditional size designation and the corresponding descriptive affirmation.

[0018] FIG. 3 illustrates a clothing label with a descriptive affirmation to be affixed to an article of clothing.

DETAILED DESCRIPTION OF THE INVENTION

[0019] The present invention relates to an apparel sizing system and method. The present invention will be described in relation to women’s clothing. However, it will be appreciated that, with minor modifications, the system may be adapted for use with apparel for all age groups, genders, types and styles.

[0020] Embodiments of the present invention could be constructed and implemented using different materials including but not limited to various plastics, resins, papers, fabrics and plant fibers. All of the embodiments contemplated by the present invention could be applied to apparel for all age groups, genders, types and styles.

[0021] Referring now to FIG. 1, a flowchart illustrates the method of replacing traditional size designations for an article of clothing, which are typically represented by a numeral, with a descriptive affirmation. At 101, an article of clothing with a traditional size designation is selected for incorporation of the new descriptive affirmation. The descriptive affirmation may be a single word, combination of words or a combination of words and pictograms. At 102, a descriptive affirmation is selected to correspond to and replace the traditional size designation selected at 101 for an article of clothing. At 103, the descriptive affirmation selected at 102 is assigned to the traditional size designation for an article of clothing selected at 101. At 104, the article of clothing with the traditional size designation selected at 101 is provided with the descriptive affirmation assigned at 103 to replace the traditional size designation. To replace the traditional size designation, a garment tag or label may be fabricated incorporating the new descriptive affirmation and forms a part of the article of clothing using techniques well known in the art.

[0022] Referring now to FIGS. 2 and 3, a sizing chart 201 is shown depicting a side by side comparison of the traditional size designation 202 for an article of clothing to the corresponding replacement descriptive affirmation 203. The clothes shopping consumer will be able to identify the descriptive affirmation found on the garment label 302 to the corresponding traditional size designation for the article of clothing containing the descriptive affirmation garment label 302.

EXAMPLE

[0023] An exemplary clothes shopping experience implementing the present invention begins with the consumer shopping for a particular item of clothing in a given style and within a range of size designations. For example and not by way of limitation, a consumer may be shopping for a woman’s dress. After shopping for a period of time, the consumer may find the desired item of clothing containing a garment label on the inside of the dress with the descriptive affirmation, “Adorable You”. The clothes shopping consumer would refer to the sizing chart located on the article of clothing or in the vicinity of the article of clothing and locate the descriptive affirmation, “Adorable You” (See Table 1). In an alternative embodiment of the present invention, the clothes shopping consumer would access a computer application to match the user input descriptive affirmation with the output traditional size designation. In each event, the sizing chart or computer application informs the clothes shopping consumer of the corresponding traditional size designation for the woman’s dress with the garment label containing the descriptive affirmation, “Adorable You”. The clothes shopping consumer is now informed of the traditional size designation corresponding to the descriptive affirmation, “Adorable You”.

<table>
<thead>
<tr>
<th>Traditional size</th>
<th>Descriptive Affirmation</th>
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<tbody>
<tr>
<td>0</td>
<td>ADORABLE YOU</td>
</tr>
<tr>
<td>1</td>
<td>CUTE YOU</td>
</tr>
<tr>
<td>2</td>
<td>DARLING YOU</td>
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<tr>
<td>3</td>
<td>PRETTY YOU</td>
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<tr>
<td>4</td>
<td>FABULOUS YOU</td>
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<td>5</td>
<td>HOTTE YOU</td>
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<td>6</td>
<td>GLAMOUR YOU</td>
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<td>STYLISH YOU</td>
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<td>9</td>
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<td>15</td>
<td>FUN YOU</td>
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<tr>
<td>16</td>
<td>CURVY YOU</td>
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</tbody>
</table>

[0024] Methods and materials are described herein. However, methods and materials similar or equivalent to those described herein can be also used to obtain variations of the present invention. The materials, methods, and examples are illustrative only and not intended to be limiting.
INCORPORATION BY REFERENCE

Throughout this application, various publications, patents, and/or patent applications are referenced in order to more fully describe the state of the art to which this invention pertains. The disclosures of these publications, patents, and/or patent applications are herein incorporated by reference in their entireties, and for the subject matter for which they are specifically referenced in the same or a prior sentence, to the same extent as if each independent publication, patent, and/or patent application was specifically and individually indicated to be incorporated by reference.

OTHER EMBODIMENTS

It will be apparent to those skilled in the art that various modifications and variations can be made in the present invention without departing from the scope or spirit of the invention. Other embodiments of the invention will be apparent to those skilled in the art from consideration of the specification and practice of the invention disclosed herein. It is intended that the specification and examples be considered as exemplary only, with a true scope and spirit of the invention being indicated by the following claims.

REFERENCES


What is claimed:

1. A method of replacing traditional size designations comprising the steps of:
   selecting a traditional size designation corresponding to an article of clothing;
   assigning a descriptive affirmation; and
   providing the article of clothing with the descriptive affirmation corresponding to the traditional size designation for an article of clothing wherein the descriptive affirmation is located in an alternative sizing chart.
2. The method according to claim 1, wherein the traditional size designation corresponding to an article of clothing is numerical.
3. The method according to claim 1, wherein the descriptive affirmation is a combination of words.
4. The method according to claim 3, wherein the descriptive affirmation is a combination of words and pictograms.
5. The method according to claim 1, wherein the assigned descriptive affirmation to the traditional size designation is located in an alternative sizing chart.
6. The method according to claim 1, further comprising:
   selecting a tag with the descriptive affirmation corresponding to the traditional size designation for an article of clothing;
   and
   providing the article of clothing with the descriptive affirmation corresponding to the traditional size designation for an article of clothing wherein the descriptive affirmation is located in an alternative sizing chart.
7. An alternative sizing chart for an article of clothing, comprising:
   a first set having at least one traditional size designation corresponding to an article of clothing; and
   a second set having at least one descriptive affirmation.
8. The alternative sizing chart according to claim 7, wherein the at least one traditional size designation corresponding to an article of clothing is numerical.
9. The alternative sizing chart according to claim 7, wherein the at least one descriptive affirmation is a combination of words.
10. The alternative sizing chart according to claim 9, wherein the at least one descriptive affirmation is a combination of words and pictograms.
11. The alternative sizing chart according to claim 7, wherein the alternative sizing chart is located on a hangtag detachably affixed to an article of clothing.
12. The alternative sizing chart according to claim 7, wherein the alternative sizing chart is accessible via a computer application.
13. A method of replacing traditional size designations comprising the steps of:
   selecting a traditional size designation corresponding to an article of clothing;
   selecting a descriptive affirmation;
   assigning the descriptive affirmation to the traditional size designation corresponding to an article of clothing;
   fabricating a tag with the descriptive affirmation corresponding to the traditional size designation for an article of clothing; and
   providing the article of clothing with the descriptive affirmation corresponding to the traditional size designation for an article of clothing wherein the descriptive affirmation forms a part of the article of clothing.
14. The method according to claim 13, wherein the traditional size designation corresponding to an article of clothing is numerical.
15. The method according to claim 14, wherein the descriptive affirmation is a combination of words.
16. The method according to claim 15, wherein the descriptive affirmation is a combination of words and pictograms.
17. The method according to claim 13, wherein the assigned descriptive affirmation to the traditional size designation is located in an alternative sizing chart.

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