

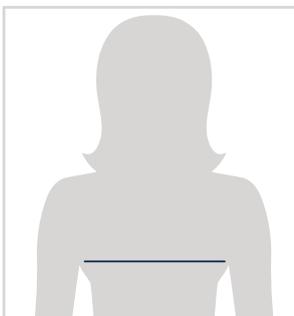
Sizing Guide

Womens

Utilise your body measurement to work out your garment size.

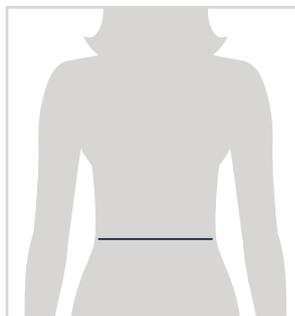
Size	4	6	8	10	12	14	16	18	20	22	24	26	28	30
Bust /cm	78	83	88	93	98	103	109	115	121	127	133	140	145	151
Waist /cm	60	63	68	73	78	83	88	94	100	106	112	118		
Hip /cm	85	90	95	100	105	110	115	121	127	133	139	145		

Size		XXS	XS	S	M	L	XL	2X	3X	4X	5X	
Alpha		6	8-10	10-12	12-14	14-16	18-20	20-22	22-24	24-26	26-28	



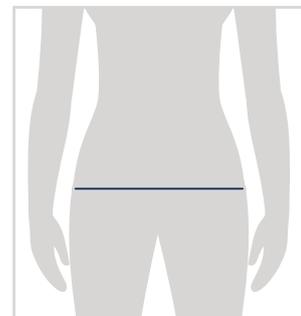
Measuring Bust

1. Keeping your tape measure untwisted and level, run the tape tight up under your armpits and around the fullest, most protruding point of the bust.
2. Hold one finger under the tape measure to ensure some room for comfort. Keep tape measure taut but not too tight.



Measuring Waist

1. Maintain an upright posture, exhale, and position the measuring tape at your navel.
2. Wrap the tape around your body, joining it at the front. Ensure the tape remains parallel to the ground and fits comfortably around your torso without discomfort.
3. Note the measurement where the tape meets. This value represents your waist measurement.



Measuring Hips

1. Stand in front of a full-length mirror in your underwear. Feet together, toes forward.
2. Locate your widest hip point. Tape at the midpoint, secure with your thumb.
3. Wrap tape around back to starting point. Keep it level for accurate measurement, snug but not uncomfortable.
4. Note where tape meets. This is your hip measurement.

Womens Fit Guide

Action Fit

This is a more relaxed fit, straight through the body and longer. It is generally worn out, not tucked in. Suitable for the slightly fuller figure.

Semi Fitted

This style is shaped through the body with room to move. It is neither too slim nor too loose and can be worn tucked or untucked. This fit is suitable for most body types.

Mens

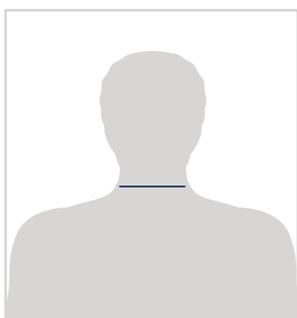
Utilise your body measurement to work out your garment size.

Shirts

Size	S	M	M	L	L	XL	XL	2XL	3XL	4XL	5XL
Neck Size	38	39	40	41	42	43	44	46	48	50	52
Chest /cm	95	100	100	105	105	110	110	115	120	125	130

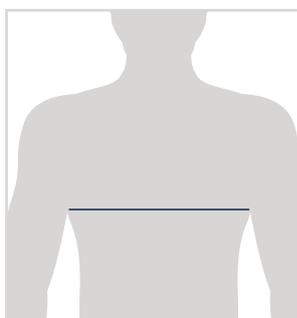
Jeans

Waist/in	30	32	34	36	38	40	42	44	46
Waist/cm	77	82	87	92	97	102	107	112	117



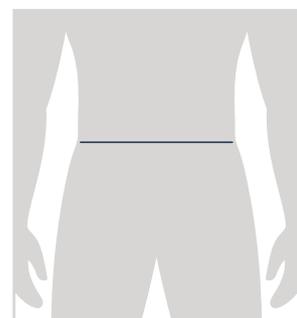
Measuring Neck

1. Place the measuring tape around the neck at collar height - just below the Adam's apple.
2. Hold one finger under the tape measure to ensure some room for comfort.
3. Keep tape measure taut but not too tight.



Measuring Chest

1. Keeping your tape measure untwisted and level, run the tape tight up under your armpits, over the shoulder blades and around the fullest part of the chest.
2. Hold one finger under the tape measure to ensure some room for comfort.
3. Keep tape measure taut but not too tight. Do not puff out your chest.



Measuring Waist

1. Wrap measuring tape around your natural waistline, avoiding excessive tightness.
2. Maintain a comfortably loose fit around your waist, allowing at least one finger's width between your waist and the tape.
3. Exhale naturally and record the measurement to determine your waist size.
4. Round up to the nearest even number.

Mens Fit Guide

Full Cut

This is the most generous of all fits. All garments have a box pleat in the back yoke for extra movement.

Sports Fit

Similar to our Tailored Fit but has a straighter body which is more generous through the waist. No pleats in back.

Classic Fit

Very similar to the Full Cut but narrower in the shoulders and slightly slimmer in the waist. Two side pleats in the back yoke.

City Fit

Slightly slimmer than our Sports Fit through the chest, shoulders and waist. Longer in length to stay tucked in. Two side pleats in the back yoke.

Tailored Fit

Slightly tapered through the body but still quite generous. Suitable for most body shapes. No pleats in the back yoke.

Slim Fit

Our slimmest mens fit. A slimmer silhouette that fits more closely to the body.