

MEASUREMENT GUIDE

9 quick, simple measurements. That's all it takes for you to make ill-fitting, off-the-peg shirts a thing of the past. And you'll only need to do it once, because we'll store your sizing details in your account ready for next time.

01: Neck

Take the neck measurement first. Place the tape measure around the circumference of your neck, but keep two fingers between the tape and your neck. This ensures you get a nice comfortable collar, not too tight.



02: Back

Stretch the tape measure across your back, between the two points where your shoulders meet your arms. Take the measurement and note it down.



03: Arm Length

(*for long sleeve shirts*)

Again starting the tape from the top of the shoulder, measure down your arm to the point on your wrist where you'd like your shirt sleeve to end. Be sure to bend your arm slightly, with the tape measure following accordingly.

(*for short sleeve shirts*) Simply follow step three but measure only as far down as you'd like the sleeve to finish. There's no real need to bend your arm this time.



04: Bicep

Measure around the bicep at its widest point, but don't pull the tape too tight. Note down the measurement.



05: Wrist

Wrap the tape around your wrist. You don't need to add any extra centimetres for comfort – we'll do that for you to ensure a proper fit.



06: Chest

Stand in a relaxed position and take the tape around your chest at its broadest point.



07: Waist

Same as step 6, but around the waist this time. Measure your waist just above your belly button, and don't pull the tape too tight.



Waist

centimetres / inches

08: Seat

Now wrap the tape measure around the seat at its widest point. Again, make sure you're stood in a relaxed position - and don't tighten the tape.



Seat

centimetres / inches

09: Length

Last step! Measure down from the top of the shoulder (at a point near the neck) to the point at which you'd like your shirt to end.



Length

centimetres / inches

