SUCCESS STORY

FFG
Promoting Innovation.

TCCV

Textile Competence Center Vorarlberg

Programme: COMET – Competence Centers for Excellent Technologies

Programme line: K-Project

Project: MF 3-030 High performance sport textiles, Subactivity: Mass costumised leggings

TEXTILE COMPETENCE CENTER VORARLBERG

MASS CUSTOMISED LEGGINGS

IN THIS PROJECT WEARER TRIALS WERE UTILISED TO UNDERSTAND THE COMFORT – FIT RELATIONSHIP IN LEGGINGS SO THAT A WEB TOOL CAN BE DEVELOPED TO PROVIDE MASS CUSTOMISED LEGGINGS.

AIM:

The aim for the company is to launch a product that utilises an online tool to provide the customer with a customised pair of leggings / yoga pants. The customisation should be both design, in terms of colour and motifs, but also in terms of fit. To achieve the fit aspect of the customisation the company needed to know; what measurements they should ask the customer to input? And, how precise and accurate they should be to give an acceptable (very high) perception of a tailored product?

METHOD:

It is clear that the normal sizing i.e. extra small, small, medium etc. does not account for varying body shapes and perceived comfort, especially in tight fitting clothing. Therefore this project required wearer trials to ascertain the perceived levels of comfort (only in terms of fit) with different sizes at different parts of the leg and lower body.

WEARER TRIALS:

34 subjects took part each testing (where possible) 3 different sizes of the product; their normal size, one size too small and one size too large. The subjects were asked for each pair of leggings there subjective

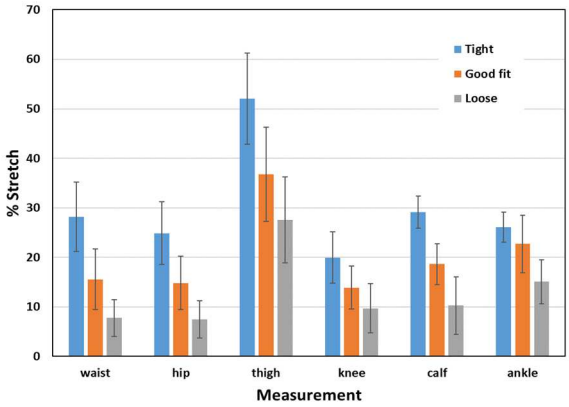
opinion on the fit at 6 different parts of the body; Waist, Hip, Thigh, Knee, Calf and Ankle. There responses (too tight, perfect fit or too loose) were collected and tabulated and analysed.

RESULTS:

It was shown from the data that generally there is a wide range of acceptance of good fit, but some areas are of interest for i.e. at a certain measurement, a tight fit was tolerated more than a loose fit. It was clear that a "perfect" fitting legging would feel different from person to person although an acceptable fit can be estimated it might be of use in the future to ascertain the wearer's preference in terms of perception of compression.

Impact and effects

This data was then used by TEXmarket as guidance when building a "webtool" that enables their customers to input size data and order a customised pair of leggings based on the best fit. The methodology will be employed to an increased range of products going forward, and the data can be added to from customers to provide a feedback loop.



Results from the wearer trials

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Project partner

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This success story was provided by the consortium leader/centre management and by the mentioned project partners for the purpose of being published on the FFG website. Further information on COMET: www.ffg.at/comet