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Analysis of the Effect of Construction and Fit on Performance of Women's Chinos

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It is known that the construction of garments determines the way they will fit and perform when worn. The purpose of this project was to compare the construction of three different brands of similar women's chinos to determine how construction affects fit, performance and price.

Labeling, shaping methods, construction techniques, sizing specifications, stitch/seam specifications, shape and support, and cost were analyzed for each of the brands. The sizing and fit were determined by measuring the waists, hips, leg in/out-seams, and crotches of each garment with a tape measure. The measurements were recorded for both original and after ten launderings. Cost for materials and labor were also calculated. This included the material cost, trimmings cost, and labor cost, packaging, duties/ taxes, indirect costs and the total cost. With all the costs, the total cost and the selling price was calculated. Each pair of pants were analyzed for the construction techniques used. Each seam and stitch was analyzed and labeled by their specific seam and stitch type and numbering.

The results for all three brands were strikingly similar. The construction of each of the garments analyzed were very similar. Each garment had mostly lock and chain stitching providing durability for customers. Ralph Lauren showed the least amount of shrinkage. Even though each brand shrunk they would still fit the standard for waist measurement. However, they would not fit the standard for hip measurement. Each of the garments label location and description of the labels were the same for each brand. The content of each of the garments vary slightly and minimally affect the individual serviceability of each garment.

After reviewing all of the results, H&M proved to be the best out of all three brands. Although Ralph Lauren had the least amount of shrinkage, they are the most expensive for customers to purchase. The Faded Glory chinos proved that it is worth the extra money to purchase better quality garments, like H&M, because of how large the overall shrinkage was. Ralph Lauren's wholesale price was a few cents lower than H&M which means the price is only \$60 higher because of the name brand. Customers who purchase the H&M chinos will experience a great fit for a reasonable price.