



Inside the confusing world of women's clothing sizes

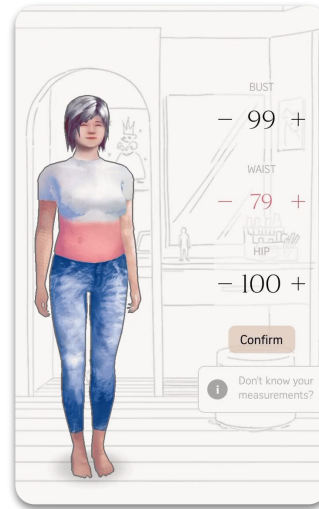
INMA Global Media Awards 2026

Best Use of Print

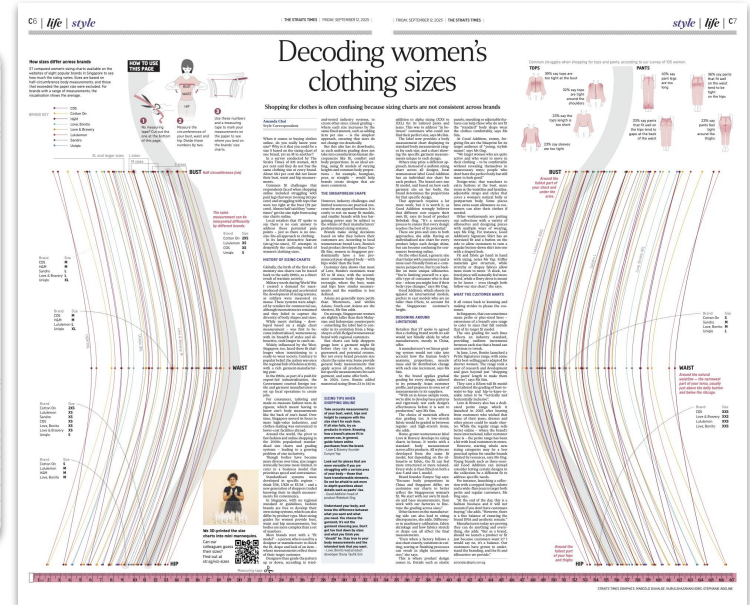
This project examines how women's clothing sizes work in Singapore and why they often fail consumers. We analysed size charts from eight popular fashion brands, visualising how measurements differ even when labels use the same size names.

The online version featured a personalised tool allowing women to input their measurements and compare them with brand size charts, so the print graphic was designed to serve the same purpose in a different format.

The result is a data visualisation showing half-circumferences from the brands' size charts, drawn to real scale, utilising ST's large broadsheet.



The online interactive tool



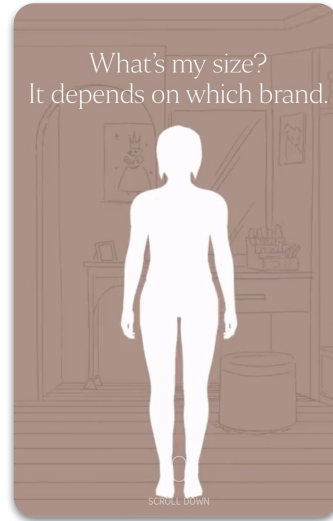
The print graphic

The project's aim:

- To remind women that clothes should fit their bodies, not the other way around. By presenting the data as it is, readers can see that size inconsistencies are due to the brands, not their own bodies.
- To give women a practical tool they can refer to, helping them understand where they fall across different brands

See the interactive version here

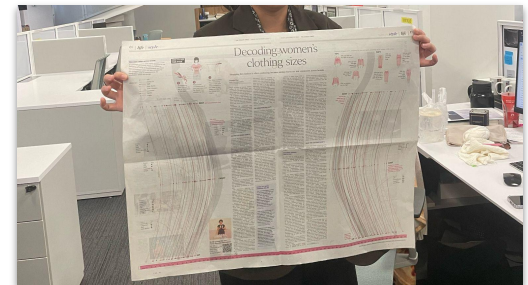
<https://str.sg/viz-sizes>



The online interactive animation



The proof-of-concept for the interactive graphic, testing if real scale works.



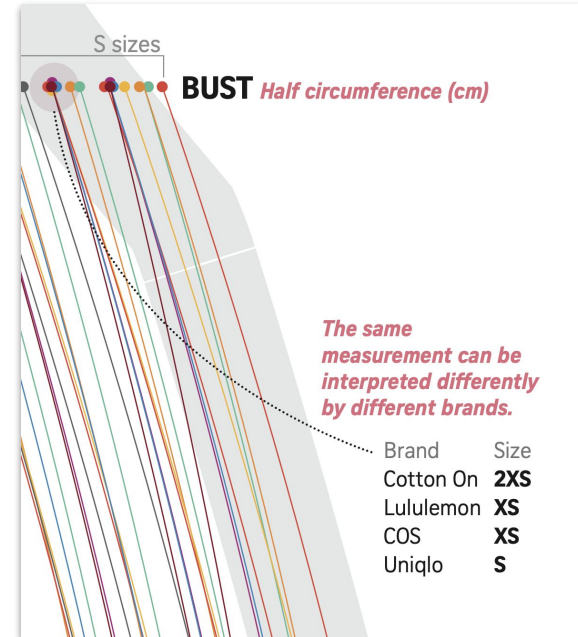
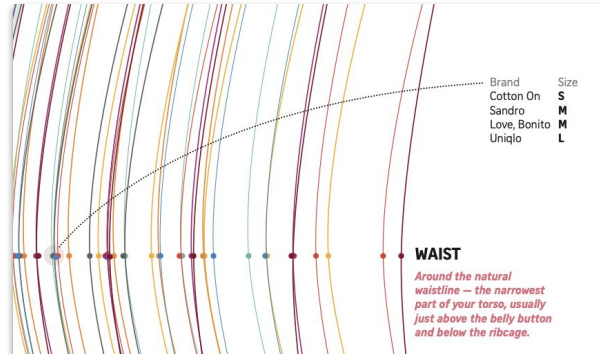
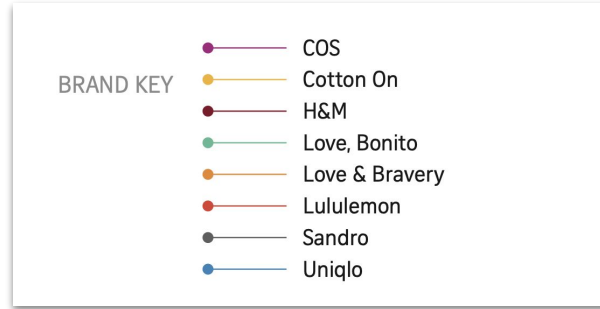
The print graphic final product.

HOW SIZES DIFFER ACROSS BRANDS

We collected size charts from eight popular fashion brands in Singapore, and visualised them through a chart that mimics a women's bust, waist and hip silhouette

A clear legend is provided with different colors for brands.

We also added annotations throughout the graphic to help readers make sense of the different brand labels, and how the same measurement can be considered different sizes based on the brand.



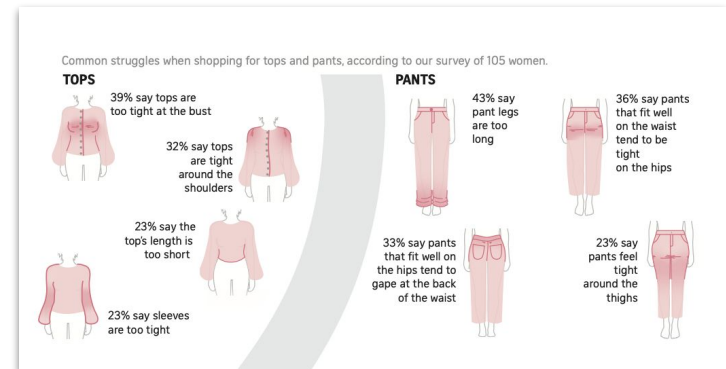
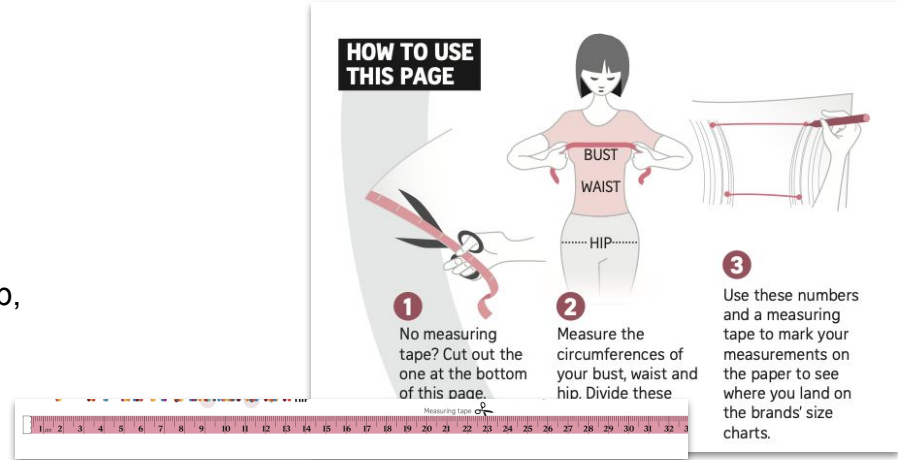
A PRACTICAL TOOL

The graphic included instructions on how to use the graphic to mark their own measurements and see where they fall on brands' sizing charts.

A measuring tape is also provided for readers to cut up, in case they don't have one.

COMMON FIT CHALLENGES

The graphic also featured illustrated findings from our survey of 105 women, who shared their common concerns about shopping for clothes.



The project struck a chord with many women.

After it was published, it was shared by many women on their social media, who described both the interactive tool and the print graphic as useful to navigate the chaos of women's clothing sizes.

It was also widely shared by the global data visualisation community, noting the innovation and excellent execution. It even made it to [several lists](#) of favorite data visualisation [projects](#) of the year.

See the project here

<https://str.sg/viz-sizes>

See how we built it

<https://str.sg/viz-clothing-size-bts>

32,541

PAGE VIEWS

2,327

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