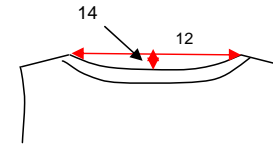
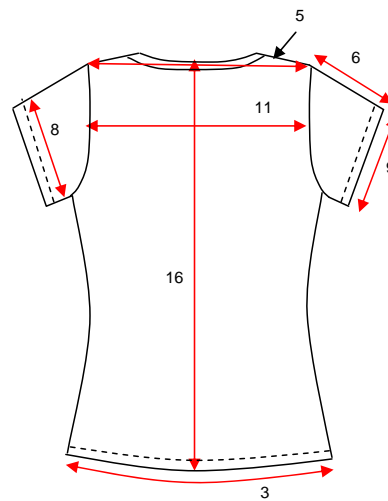
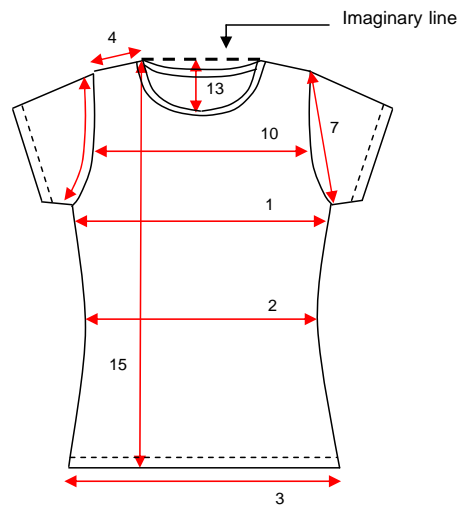


HOW TO MEASURE GUIDE FOR APPAREL VENDORS QVC ITALIA

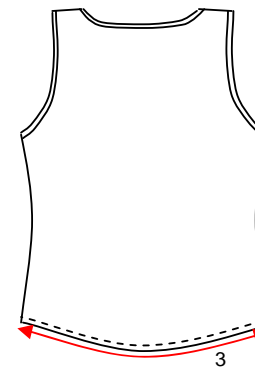
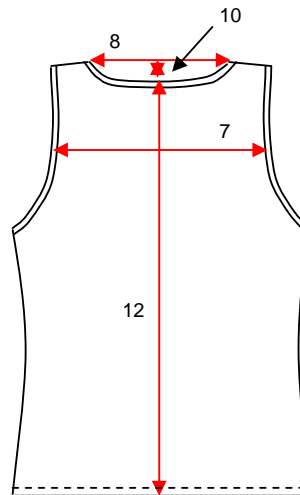
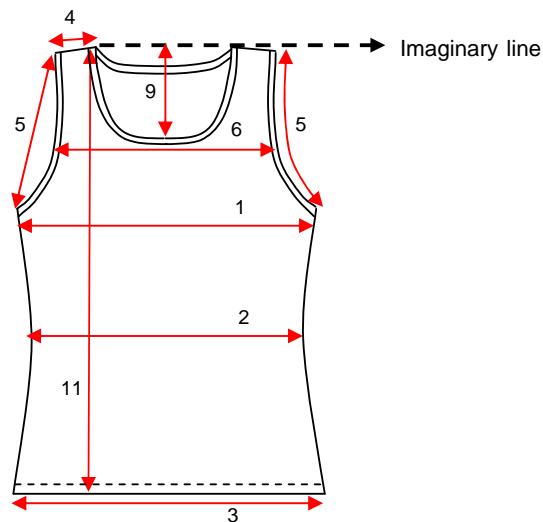
How to Measure - T- Shirt

- 1 **Chest** - 1" below armhole measure straight across, edge to edge.
- 2 **Waist** - At point specified below HPS (High Point Shoulder) or SNP (Side Neck Point). Measurement taken straight across, edge to edge.
- 3 **Hem** - Measured straight or curved along bottom edge, side seam to side seam (whichever is specified on the measurement chart).
- 4 **Shoulder Seam** - From HPS/SNP measure along the seam to the outer shoulder edge.
- 5 **Cross Shoulder Seam** - From outer shoulder edge to outer shoulder edge.
- 6 **Sleeve Over arm** - From outer shoulder edge, measure along fold to the sleeve opening.
- 7 **Armhole Straight** - Measure straight from outer shoulder edge to bottom of armhole. **Armhole Curved** - Measure from outer shoulder edge along curve to bottom of armhole.
- 8 **Bicep** - 1" below armhole, measure straight across edge to edge parallel to the sleeve opening.
- 9 **Sleeve Opening** - Measure along sleeve opening, edge to edge.
- 10 **Across Front** - From specified point below HPS/SNP, measure straight across, edge to edge of armhole.
- 11 **Across Back** - From specified point below HPS/SNP, measure straight across, edge to edge of armhole.
- 12 **Back Neck Width** - Edge to edge, seam to seam or inside binding (whichever is specified on the measurement chart).
- 13 **Front Neck Drop** - From imaginary line to top edge of front neck.
- 14 **Back Neck Drop** - From imaginary line to top edge of back neck.
- 15 **Front Length** - Measurement taken from HPS/SNP straight down to the hem.
- 16 **Centre Back Length** - From the centre back neck, measure straight down to the hem.



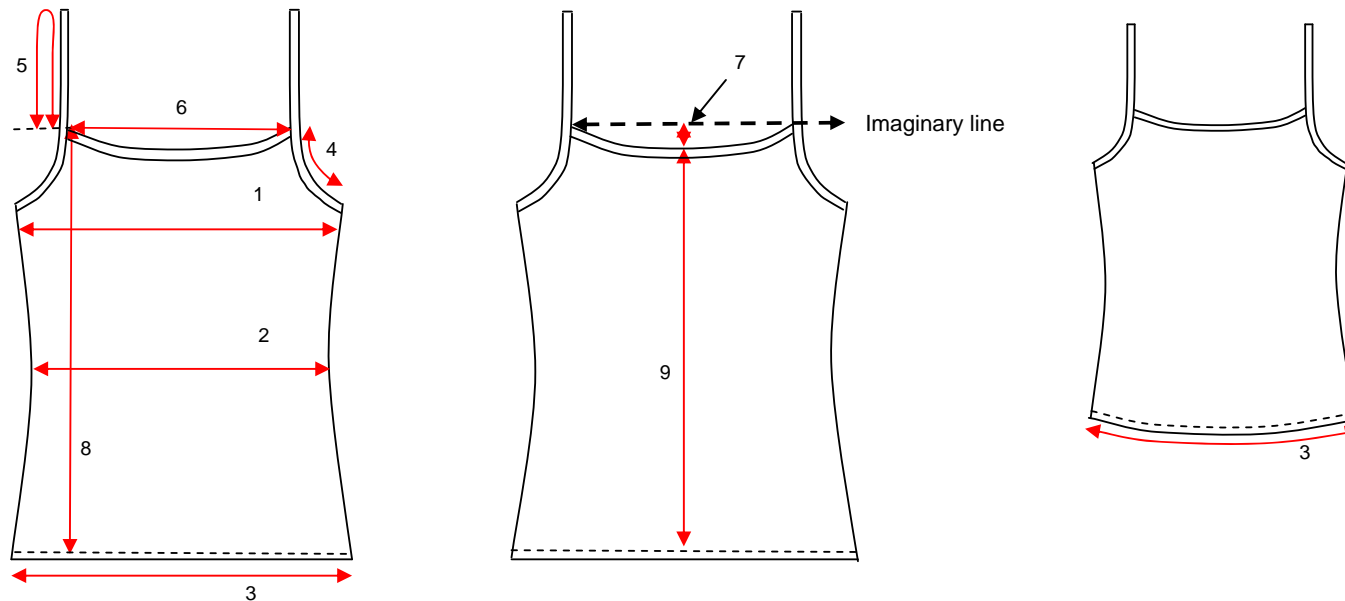
How to Measure - Vest

- 1 **Chest** - 1" below armhole measure straight across, edge to edge.
- 2 **Waist** - At point specified below HPS (High Point Shoulder) or SNP (Side Neck Point). Measurement taken straight across, edge to edge.
- 3 **Hem** - Measured straight across or along the curve at bottom edge, side seam to side seam (whichever is specified on the measurement chart).
- 4 **Shoulder Seam** - From HPS/SNP measure along the seam to the outer shoulder edge.
- 5 **Armhole Straight** - Measure straight from outer shoulder edge to bottom of armhole. **Armhole Curved** - Measure from outer shoulder edge along
- 6 **Across Front** - From specified point below HPS/SNP, measure straight across, edge to edge of armhole.
- 7 **Across Back** - From specified point below HPS/SNP, measure straight across, edge to edge of armhole.
- 8 **Back Neck Width** - Edge to edge, seam to seam or inside binding (whichever is specified on the measurement chart).
- 9 **Front Neck Drop** - From imaginary line to top edge of front neck.
- 10 **Back Neck Drop** - From imaginary line to top edge of back neck.
- 11 **Front Length** - Measurement taken from HPS/SNP straight down to the hem.
- 12 **Centre Back Length** - From the centre back neck, measure straight down to the hem.



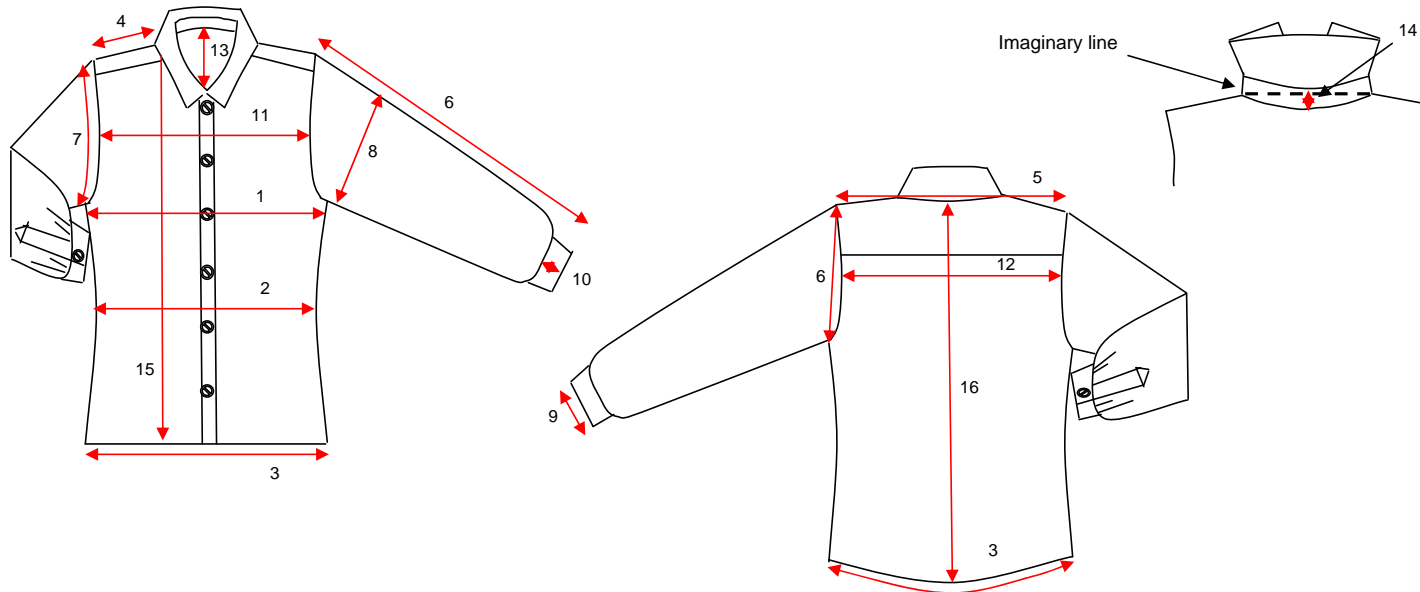
How to Measure - Cami Vest

- 1 **Chest** - 1" below armhole measure straight across, edge to edge.
- 2 **Waist** - At point specified below centre front neck. Measurement taken straight across, edge to edge.
- 3 **Hem** - Measured straight across or curved along bottom edge, side seam to side seam (whichever is specified on the measurement chart).
- 4 **Armhole Curved** - Measure from the apex along the curve to underarm.
- 5 **Total Strap Length** - Measure from the front apex to the back apex.
- 6 **Front/Back Neck Width** - Measure straight across between straps.
- 7 **Front/Back Neck Drop** - From imaginary line to top edge of neckline.
- 8 **Front Length** - Measure from the apex straight down to the hem.
- 9 **Centre Back Length** - From top edge of centre back neck, measure straight down to the hem.



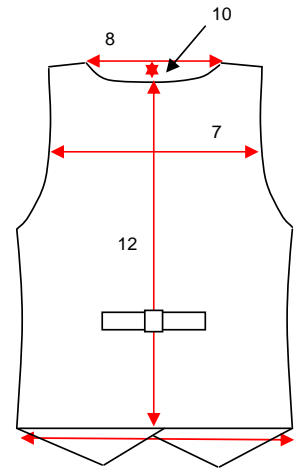
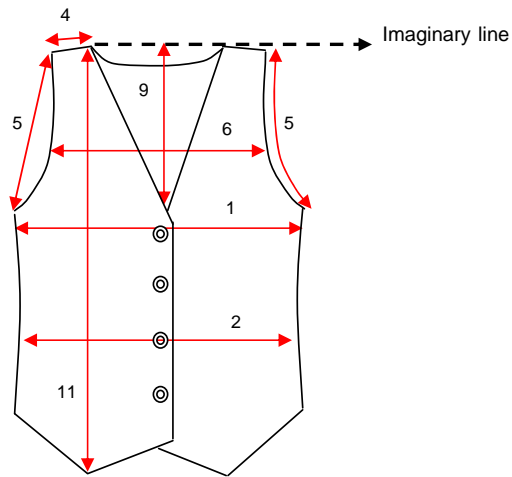
How to Measure - Shirts & Blouses

- 1 **Chest** - 1" below armhole measure straight across, edge to edge.
- 2 **Waist** - At point specified below HPS (High Point Shoulder) or SNP (Side Neck Point). Measurement taken straight across, edge to edge.
- 3 **Hem** - Measured straight or curved along bottom edge, side seam to side seam (whichever is specified on the measurement chart).
- 4 **Shoulder Seam** - From HPS/SNP measure along the seam or along the natural fold line to the outer shoulder edge.
- 5 **Across Shoulder** - Outer shoulder edge to outer shoulder edge
- 6 **Sleeve Over arm** - From outer shoulder edge measure along fold to the edge of cuff.
- 7 **Armhole Straight** - Measure straight from outer shoulder edge to bottom of armhole. **Armhole Curved** - Measure from outer shoulder edge along curve to bottom of armhole
- 8 **Bicep** - 1" below armhole, measure straight across edge to edge parallel to the sleeve opening.
- 9 **Cuff/Sleeve Opening** - Measure along cuff/sleeve opening, edge to edge.
- 10 **Cuff Depth** - Measure from the seam to edge of cuff.
- 11 **Across Front** - From specified point below HPS/SNP, measure straight across, edge to edge of armhole.
- 12 **Across Back** - From specified point below HPS/SNP, measure straight across, edge to edge of armhole.
- 13 **Front Neck Drop** - From back neck seam to top edge of front neck.
- 14 **Back Neck Drop** - From imaginary line to top edge of back neck seam.
- 15 **Front Length** - Measurement taken from HPS/SNP straight down to the hem, staying parallel to the centre front.
- 16 **Centre Back Length** - From the centre back neck, measure straight down to the hem.



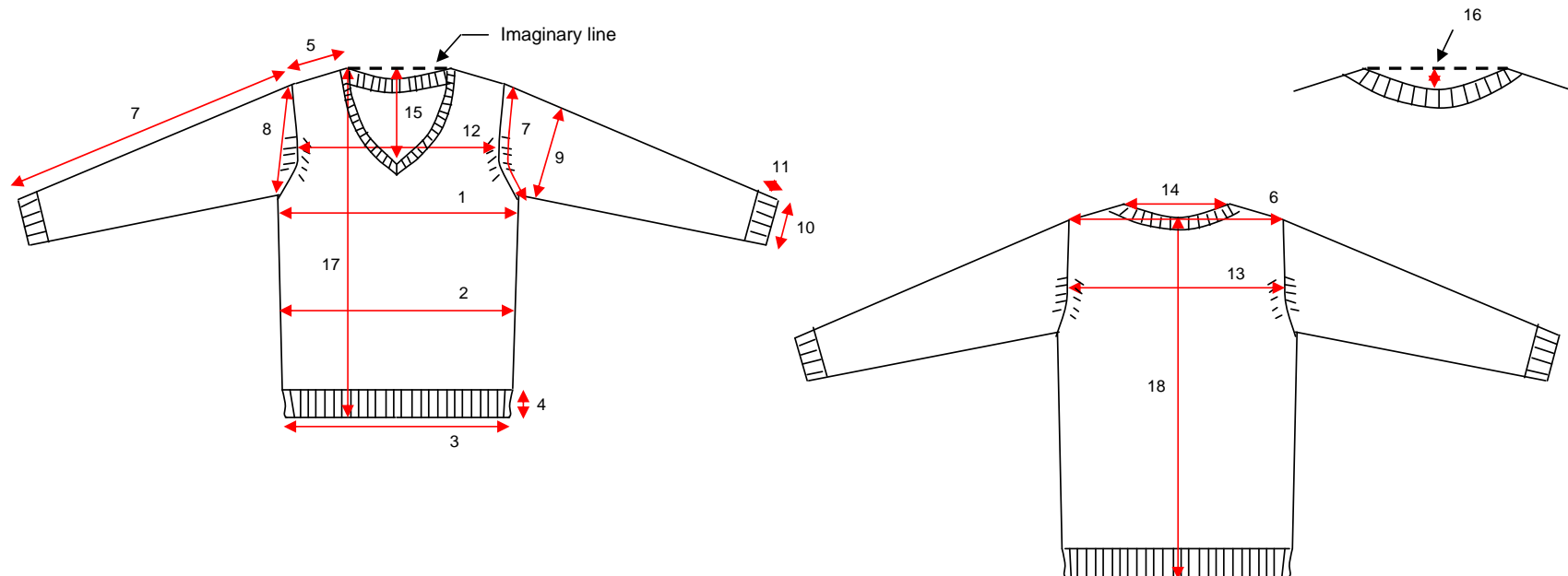
How to Measure - Waistcoat

- 1 **Chest** - 1" below armhole measure straight across, edge to edge.
- 2 **Waist** - At point specified below HPS (High Point Shoulder) or SNP (Side Neck Point). Measurement taken straight across, edge to edge.
- 3 **Hem** - Measured straight across or along the bottom edge at back.
- 4 **Shoulder Seam** - From HPS/SNP measure along the seam to the outer shoulder edge.
- 5 **Armhole Straight** - Measure straight from outer shoulder edge to bottom of armhole. **Armhole Curved** - Measure from outer shoulder edge along curve to bottom of armhole.
- 6 **Across Front** - From specified point below HPS/SNP, measure straight across, edge to edge of armhole.
- 7 **Across Back** - From specified point below HPS/SNP, measure straight across, edge to edge of armhole.
- 8 **Back Neck Width** - Edge to edge or seam to seam.
- 9 **Front Neck Drop** - From imaginary line to break point.
- 10 **Back Neck Drop** - From imaginary line to top edge of back neck.
- 11 **Front Length** - Measurement taken from HPS/SNP straight down to hem at longest point.
- 12 **Centre Back Length** - From the centre back neck, measure straight down to the hem.



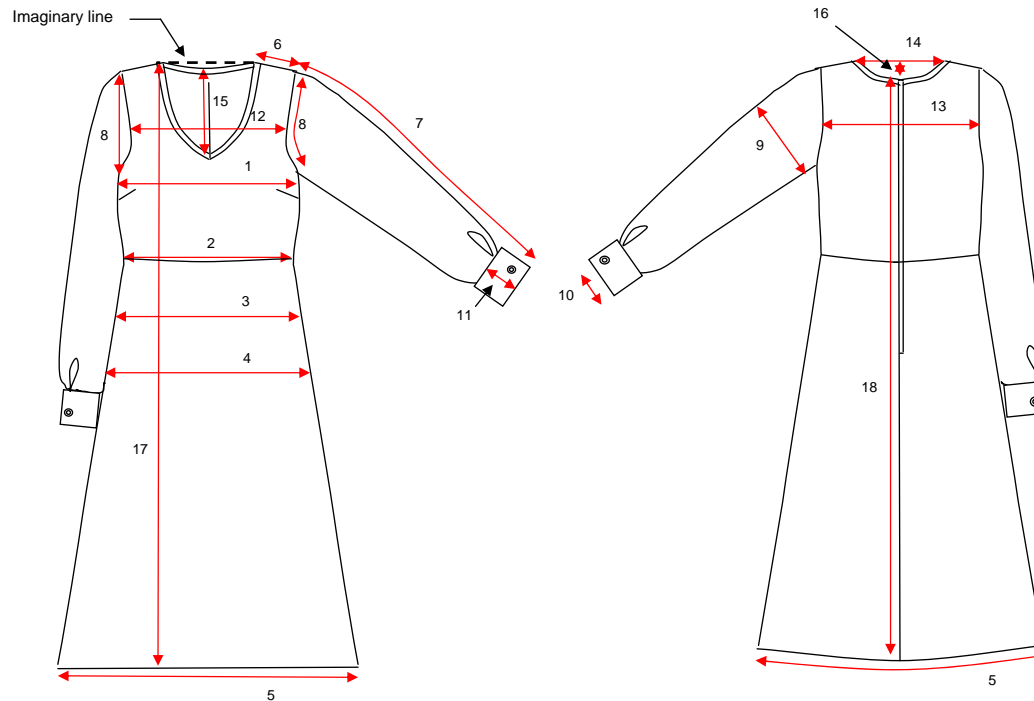
How to Measure - Jumper

- 1 **Chest** - 1" below armhole measure straight across, edge to edge.
- 2 **Waist** - At point specified below HPS (High Point Shoulder) or SNP (Side Neck Point). Measurement taken straight across, edge to edge.
- 3 **Hem Width** - Measured straight along bottom edge, side seam to side seam.
- 4 **Hem Rib Depth** - Measure from the top edge of the rib to the bottom edge at hem
- 5 **Shoulder Seam** - From HPS/SNP measure along the seam to the outer shoulder edge.
- 6 **Across Shoulder** - Outer shoulder edge to outer shoulder edge
- 7 **Sleeve Over arm** - From outer shoulder edge, measure along fold to the sleeve opening.
- 8 **Armhole Straight** - Measure straight from outer shoulder edge to bottom of armhole. **Armhole Curved** - Measure from outer shoulder edge along curve to bottom of armhole
- 9 **Bicep** - 1" below armhole, measure straight across edge to edge parallel to the sleeve opening.
- 10 **Sleeve Opening** - Measure along sleeve opening, edge to edge.
- 11 **Sleeve Rib Depth** - Measure from the top edge of the sleeve rib to the bottom edge of sleeve opening.
- 12 **Across Front** - From specified point below HPS/SNP, measure straight across, edge to edge of armhole.
- 13 **Across Back** - From specified point below HPS/SNP, measure straight across, edge to edge of armhole.
- 14 **Back Neck Width** - Edge to edge, seam to seam or inside binding (whichever is specified on point of measure chart).
- 15 **Front Neck Drop** - From imaginary line to top edge of front neck.
- 16 **Back Neck Drop** - From imaginary line to top edge of back neck.
- 17 **Front Length** - Measurement taken from HPS/SNP straight down to the hem.
- 18 **Centre Back Length** - From the centre back neck, measure straight down to the hem.



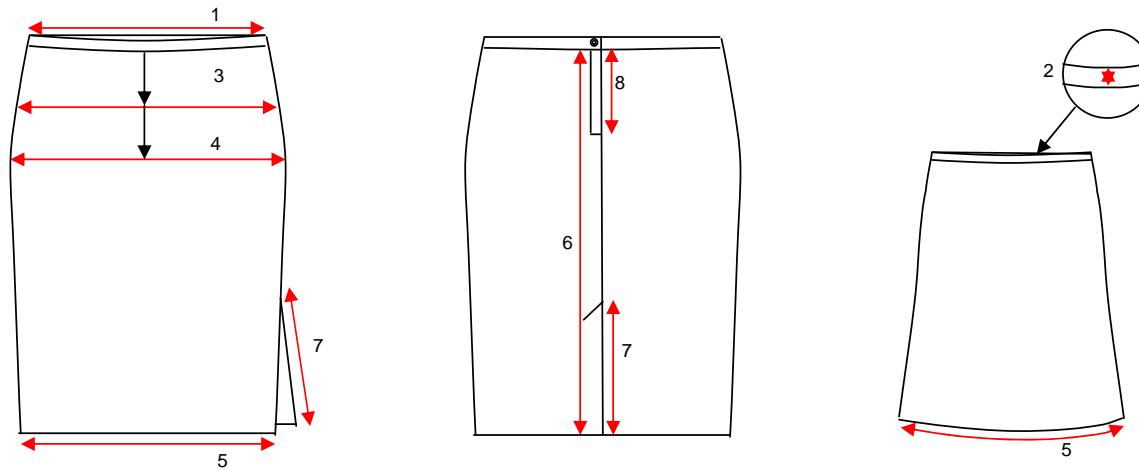
How to Measure - Dress

- 1 **Chest** - 1" below armhole measure straight across, edge to edge.
- 2 **Waist** - At point specified below HPS (High Point Shoulder) or SNP (Side Neck Point). Measurement taken straight across, edge to edge
- 3 **High Hip** - 4" below waist, measure straight across, edge to edge.
- 4 **Low Hip** - 8" below waist, measure straight across, edge to edge.
- 5 **Hem** - Measured straight or curved along bottom edge, side seam to side seam (whichever is specified on the measurement chart)
- 6 **Shoulder Seam** - From HPS/SNP measure along the seam to the outer shoulder edge.
- 7 **Sleeve Over arm** - From outer shoulder edge measure along fold to the sleeve opening.
- 8 **Armhole Straight** - Measure straight from outer shoulder edge to bottom of armhole. **Armhole Curved** - Measure from outer shoulder edge along curve to bottom of armhole.
- 9 **Bicep** - 1" below armhole, measure straight across edge to edge parallel to the sleeve opening.
- 10 **Cuff/Sleeve Opening** - Measure along cuff/sleeve opening, edge to edge.
- 11 **Cuff Depth** - Measure from seam to end of sleeve opening.
- 12 **Across Front** - From specified point below HPS/SNP, measure straight across, edge to edge of armhole.
- 13 **Across Back** - From specified point below HPS/SNP, measure straight across, edge to edge of armhole.
- 14 **Back Neck Width** - Edge to edge, seam to seam or inside binding (whichever is specified on the measurement chart)
- 15 **Front Neck Drop** - From imaginary line to top edge of front neck.
- 16 **Back Neck Drop** - From imaginary line to top edge of back neck.
- 17 **Front Length** - Measurement taken from HPS/SNP straight down to the hem.
- 18 **Centre Back Length** - From the centre back neck, measure straight down to the hem.



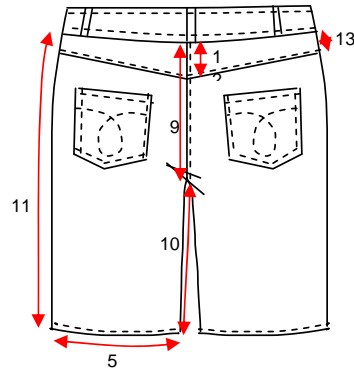
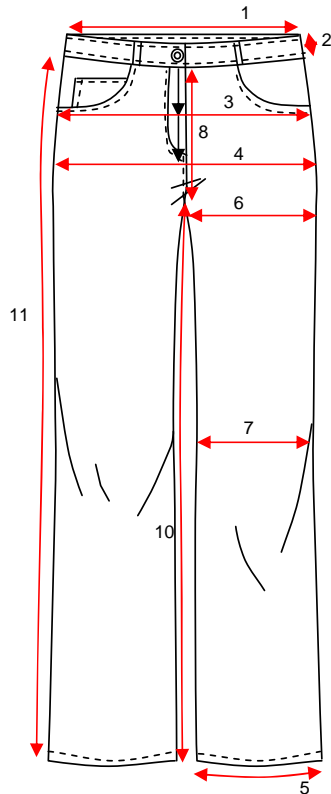
How to Measure - Skirt

- 1 **Waist** - Measured straight along top edge
- 2 **Waistband Depth** - From top edge of waistband to bottom edge of waistband.
- 3 **Top Hip** - Measure down 4" below waistband (or top edge if no waistband) and straight across edge to edge.
- 4 **Lower Hip** - Measure down 8" below waistband (or top edge if no waistband) and straight across edge to edge.
- 5 **Hem** - Measured straight or curved along bottom edge, side seam to side seam (whichever is specified on the measurement chart).
- 6 **Centre Back Length** - Excluding waistband, measure straight down to hem (if no waistband, measure from the top edge).
- 7 **Vent/Split Length** - Measure from top of vent/split to hem.
- 8 **Zip Length** - Measure from below waistband (or top edge if no waistband) to base of zip



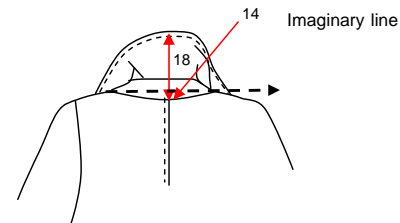
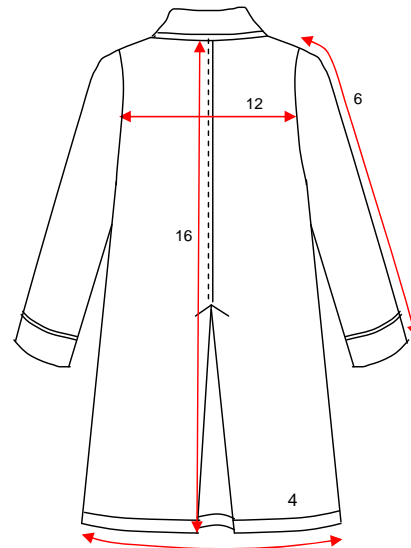
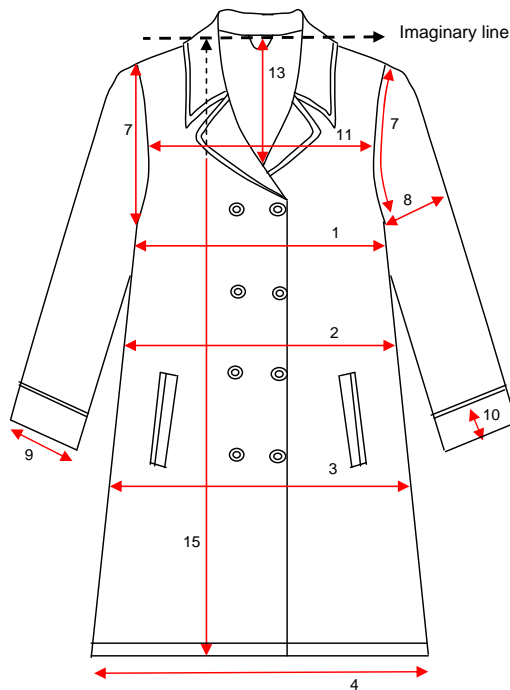
How to Measure - Trousers & Shorts

- 1 **Waist** - Measured straight along top edge
- 2 **Waistband Depth** - From top edge of waistband to bottom edge of waistband.
- 3 **Top Hip** - Measure down 4" below waistband (or top edge if no waistband) and straight across edge to edge.
- 4 **Lower Hip** - Measure down 8" below waistband (or top edge if no waistband) and straight across edge to edge.
- 5 **Leg Opening** - Measure from inner edge to outer edge straight across bottom opening.
- 6 **Thigh** - From 1" below crotch, measure from inner edge to outer edge straight across parallel to leg opening.
- 7 **Knee** - At halfway point between the crotch & leg opening, measure the knee width edge to edge parallel to leg opening.
- 8 **Front Rise** - Straighten rise without stretching and measure from below waistband (or top edge if no waistband) to crotch join.
- 9 **Back Rise** - Straighten rise without stretching and measure from below waistband (or top edge if no waistband) to crotch join.
- 10 **Inside Leg** - Measure from crotch join seam straight down to hem.
- 11 **Outside Leg** - Measure from below waistband at side seam straight down to hem.
- 12 **Yoke Depth at centre back** - Measure from below waistband/top edge straight down to longest point.
- 13 **Yoke Depth at side seam** - Measure from below waistband straight down along side seam.



How to Measure - Coats, Jackets & Blazers

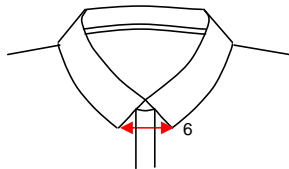
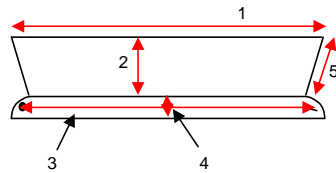
- 1 **Chest** - 1" below armhole measure straight across, edge to edge.
- 2 **Waist** - At point specified below HPS (High Point Shoulder) or SNP (Side Neck Point). Measurement taken straight across, edge to edge.
- 3 **Lower Hip** - 8" below waist, measure straight across, edge to edge.
- 4 **Hem** - Measured straight or curved along bottom edge, side seam to side seam (whichever is specified on the measurement chart).
- 5 **Shoulder Seam** - From HPS/SNP measure along the seam to the outer shoulder edge.
- 6 **Sleeve Over arm** - From outer shoulder edge measure along fold to the sleeve opening.
- 7 **Armhole Straight** - Measure straight from outer shoulder edge to bottom of armhole. **Armhole Curved** - Measure from outer shoulder edge along curve to bottom of armhole.
- 8 **Bicep** - 1" below armhole, measure straight across edge to edge parallel to the sleeve opening.
- 9 **Cuff/Sleeve Opening** - Measure along cuff/sleeve opening, edge to edge.
- 10 **Cuff Depth** - Measure from seam to end of sleeve opening.
- 11 **Across Front** - From specified point below HPS/SNP, measure straight across, edge to edge of armhole.
- 12 **Across Back** - From specified point below HPS/SNP, measure straight across, edge to edge of armhole.
- 13 **Front Neck Drop** - From back neck seam to break point.
- 14 **Back Neck Drop** - From imaginary line to back neck seam.
- 15 **Front Length** - Measurement taken from HPS/SNP straight down to the hem, staying parallel to the centre front.
- 16 **Centre Back Length** - From the centre back neck, measure straight down to the hem.



How to Measure the following:

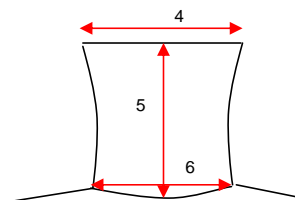
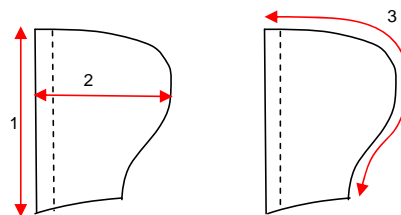
Collars

- 1 **Collar** - Leaf edge
- 2 **Collar** - Depth
- 3 **Collar** - Neck circumference
- 4 **Collar** - Stand depth
- 5 **Collar** - Point
- 6 **Collar** - Spread



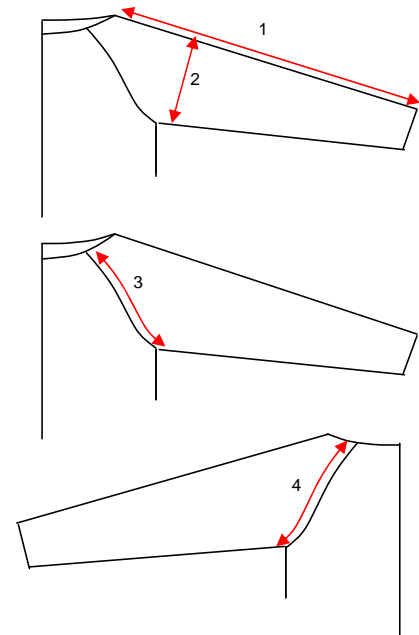
Hoods & Roll necks

- 1 **Hood Opening** - At c/front
- 2 **Hood Width** - At widest
- 3 **Hood** - Overhead
- 4 **Roll Neck Width** - Top edge
- 5 **Roll Neck** - Depth
- 6 **Roll Neck Width** - Neck seam



Raglan

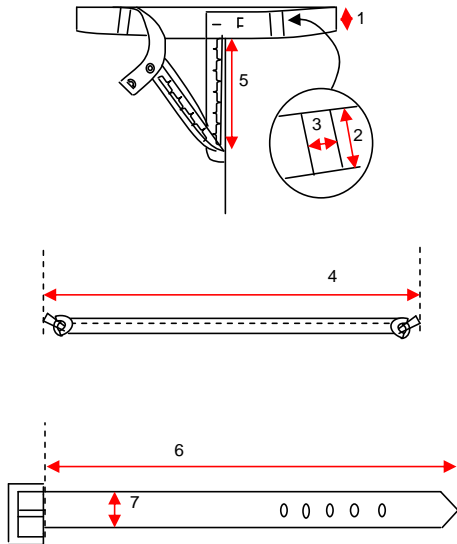
- 1 **Sleeve** - Over arm
- 2 **Bicep** - Width
- 3 **Front** - Raglan seam
- 4 **Back** - Raglan seam



How to Measure the following:

Waistband, zips & belts

- 1 **Waistband/Belt** - Depth
- 2 **Belt Loop** - Length
- 3 **Belt Loop** - Width
- 4 **Drawstring** - Length
- 5 **Zip** - Length
- 6 **Belt** - Length



Pockets

- 1 **Pocket** - Width
- 2 **Pocket** - Depth
- 3 **Pocket Flap** - Width
- 4 **Pocket Flap** - Depth
- 5 **Pocket Opening** - Straight
- 6 **Pocket Opening** - Along Curve

