



A Study on the Size of Kids Wear

Swati Verma^{1*}, Rajeev Kumar²

¹Under Graduate Student, Amity School of Fashion Technology, Amity University Chhattisgarh

²Assistant Professor, Amity School of Fashion Technology, Amity University Chhattisgarh

*E-mail: swati.280101@gmail.com

DOI: <https://doi.org/10.55248/gengpi.2022.3.6.31>

ABSTRACT

Are parents purchasing larger-sized clothing for their children? Kids are increasingly considered individual consumers by the market. Parents, on the other hand, are ignoring this and purchasing larger-sized clothing for their children. This research includes a look at the size of children's clothing. For children, there is a separate styling section. A survey was also done to learn about their attitudes toward their children's shopping. To combat this, a system has been devised that encourages parents to purchase correct sizes for their children. To achieve the purpose, this work used trimmings and fabric manipulation.

Key Words: Kidswear, Children, Shopping, Larger-Sized, Market, Kids

Introduction

2022! This is the year when kids are being accepted as individual consumers in the market. They are getting influenced by fashion and want to adapt to their look. Even parents are in this together with their children. Grown-ups are not going to complain about their childhood looks from their parents anymore.

HISTORY

In early times, there was no sex distinction from their clothing. Until the men started wearing bifurcated garments. It has been seen that babies are infants wrapped in clothes known as swaddling^[1] which started in the late 17th century as they believed that infants' limbs needed to be straightened. During the 18th century, it was observed that wrapping is causing problems like weakening of limbs rather than helping. So, the more the infants have movement the more they grow.

The 19th century includes long dresses, undershirts, caps, diapers, petticoats, nightgowns, socks, and outerwear cloaks. And this was a time when gender-based garments were available.

Then children's wear has undergone many transformations giving a lot of options for them but children were not considered individual consumers in the market.

It implies that the topmost priority for children's wear is a comfort that gives enough movement for their growth, fabric as cotton and linen were mostly used in the early time, as well as these, are comfortable fabrics, and quality.

Everyone talks about the priority of children's wear which includes comfort, fabric, and quality but there is one more characteristic that should be taken into account i.e. size. The size should not be too small or too large but parents usually buy a larger size for their kids. Because kids have a higher growth rate and buying the exact size might not be useful for a longer period. But buying a larger size might not be helpful as:

- It will not look good.
- You or your kid might not like it anymore when it gets fit.
- It might be costly.

KIDS' SIZING

As a matter of fact, buying kids' clothes of their size without a trial is difficult.

They rapidly grow during this period. Talking about the rapid growth of kids, at what rate do they grow?

Normal growth is also considered a standardized growth chart used by pediatricians. Growth does not only include age but also includes weight and height from a garment size perspective.

There is a general guideline for **weight**^[2]:

- 2 weeks: Birth weight and then gains 1.5 - 2 pounds per month
- 3months: 1 pound per month
- 6months: 2 times birth weight – (average weight of girls – 7.3kg and boys – 7.9kg)
- 1year: 3 times birth weight and then gains 3 - 5 pounds over the year – (average weight of girls – 8.9kg and boys – 9.6kg)
- 2-5 years: 4 - 5 pounds per year
- 9 - 10 years: Increased weight gain (likely 10 pounds a year)

The average weight of a baby during their birth is 3.2 - 3.4 kg.

Height

Talking about height, a baby grows 1 inch per month during the first six months after that it becomes half an inch per month from six months to a year.

- So, the average length at **six months** of a:

Baby boy: 26.5"

Baby girl: 25.7"

- **1 year**

Baby boy: 29.7"

Baby girl: 29"

Expected range of height:

- 1year: 27-32"
- 2years: 31.5-37"
- 3years: 35.5-40.5"
- 3-4years: 37-43"

The average height of a baby during their birth is 19 - 20 inches.

This is a standard size but that does not mean it is perfect. Different babies have different parents, different genetics and so on that decide the growth of a baby. The numbers used above are the average

How does garment size depends upon weight, height and age of the kid?

From the above statements, it is clear that different babies have different sizes which may fall in the standard chart or may not.

A month old baby doesn't need to weigh around 4.5 same for height it can be different.

So, a size chart includes weight and height along with age. To ensure the right size of the garment, consumers can cross-check with weight and height.

Different kids wear size chart

UK	<0-1M	0-1M	1-2M	2-4M	4-6M	6-9M	9-12M	12-18M	1½-2Y	2-3Y	3-4Y
EUR/height cm	44	50	56	62	68	74	80	86	92	98	104
Weight kg	<2,5 kg	3 kg	5 kg	6 kg	8 kg	9 kg	10 kg	11 kg	13 kg	15 kg	17 kg
Weight lb	<5,5 lb	7 lb	11 lb	13 lb	18 lb	20 lb	22 lb	24 lb	27 lb	33 lb	37 lb
Chest cm	32-36	36-38	38-43	43-45	45-47	47-49	49-51	51-52	52-54	54-56	56-58
Chest inch	12½-14	14-15	15-17	17-17¾	17¾-18½	18½-19¼	19¼-20	20-20½	20½-21¼	21¼-22	22-22¾
Waist cm	32-36	36-39	39-43	43-45	45-47	47-49	49-50	50-51	51-53	52-54	54-55
Waist inch	12½-14	14-15½	15½-17	17-17¾	17¾-18½	18½-19¼	19¼-19¾	19¾-20	20-21	20½-21¼	21¼-21½

Zara size chart for 0 month – 4 years^[3]

Little Label sizes cm / months	Age months	Body length	Weight kg	Inseam cm	Chest cm	Waist cm
50 / 0M	newborn	44 - 50 cm	2 - 3 kg	15 - 18	35 - 38	33 - 36
56 / 1M	0 tot 1	50 - 56 cm	3 - 5 kg	18 - 20	38 - 40	36 - 38
62 / 3M	1 - 3	56 - 62 cm	5 - 6 kg	20 - 22	40 - 42	38 - 40
68 / 6M	3 - 6	62 - 68 cm	6 - 7 kg	22 - 24	42 - 44	40 - 42
74 / 9M	6 - 9	68 - 74 cm	8 - 9 kg	24 - 26	44 - 48	42 - 44
80 / 12M	9 - 12	74 - 80 cm	9 - 11 kg	26 - 28	48 - 50	44 - 46
86 / 18M	12 - 18	80 - 86 cm	11 - 13 kg	28 - 30	50 - 52	46 - 48

Little Label size chart for 0 month – 24 months ^[4]

Review of Literature

1. The Research Paper, “Cartoons on kids wear as functional and decorative feature for age group 3-5” ^[5]

This study is about merging cartoon motifs in their garments as decorative and functional features. This study also claims it might increase the creation, sales, and accepting the garments by the children.

This paper included the kids of age group 3-5 years, and followed by different literature reviews which included about cartoons, relation of cartoons with children, and their preferences and so on. As the conclusion, children get more attracted by the colours and motifs of the garment. It was found that cartoons are the best motif to attract them and if it's their favourite character then they end up taking care of the garment and wearing it again. (By Malivee Y. Verma)

2. The Research Paper, “Kids’ shopping experience” ^[6]

This paper involves the shopping experience of kids which has been not taken account till now.

The study proceeded with few review literature and developed hypothesis that states:

- H1. Children's role in selecting their garments (Y) is independent of their age group (X)
- H2. Allowing the kids in selecting their garments (Y) is independent of age group of kids (X)
- H3. Difficulty in physical accessibility of garments from the shelf of any store (Y) for kids is independent of their age group (X).
- H4. Kids' readiness or willingness to communicate with the sales person to explain their needs (Y) is independent of their age group (X).
- H5. The demand of interactivity of any store (Y) is independent of age group of kids (X).
- H6. Kids understanding on product information (Y) are independent of their age group (X).

To test the hypothesis, Chi square test was conducted. As a result, H2 was rejected.

It was concluded, as kids' shopping experience has been neglected over the years but now they are becoming independent buyers. So, parents as well as the market need to accept this and allow the kids to have their own shopping and shopping experience. (By Shibasis and Nupur)

3. The Research Paper, “Kidswear safety regulation for India” ^[7]

As the kidswear is a whole new fashion segment in the market it is important to keep check with quality of the garments. This study shows the importance of safety regulation from the retailers point of view. This study also aims about parents and retailers opinion about safety measures, their concern, the awareness and the cases due to lack of safety regulations.

For this study, 110 retailers involved in kidswear fashion from Bangalore, gone through a questionnaire. It was found that:

- Not all kidswear in India are safe
- Some parents discuss about the safety regulations.
- Some retailers know about the safety regulation and they are in favor.

It is a high time now that there should be some set rules and regulations for kidswear safety in India and be implemented. (By Vasnat and Dr. Soney)

4. The Research Paper, “Effect of cartoon shows on kids' fashion” ^[8]

This paper has discussed about the impact of cartoon characters on the kids clothing behavior and also mentioned why this generation is more inclined toward T.V. and characters.

For this survey, a questionnaire is prepared participated by 100 mothers of kids below 12 years from Jaipur.

It was found that as both the parents are working they spend less time with their kids. As a result, they end up watching T.V. more than usual and pick the characters as their favorites and love them wherever or wherever they see the characters. (By Sikha and Brishti)

5. The Research Paper, “Consumer Buying Behavior for kidswear” ^[9]

The purpose of this study is to find the buying behaviour of the consumers while buying the kidswear. For this study, series of research paper has been reviewed and analysed the findings.

It was found that:

- Online shopping is dominating
- Mother plays a major role in buying kidswear
- Brand, quality and design are most preferred

It was concluded that many agents influence the consumers but the final decisions are taken by parents and children. **(By Dr. Mehal Pandya)**

6. The Research Paper, “**Exploration of kids ready to wear brands**”^[10]

This study plans to test clients' assumptions and investigate inconsistencies across different domestic children's ready to wear (RTW) attire brands for measurements, fit, shape and labeling.

Information was gathered through qualitative and quantitative strategies. Interviews were held with the purchasers to comprehend their insights and assumptions with the children's wear brands for measurements, fit and labeling.

The outcomes demonstrated that 87% of shoppers gave significance to well-fitted clothing. The clothing brands considered for the review showed irregularity and inconsistencies in the measurements, prompting customer disappointment and dissatisfactions. **(By Deepasri, Sudhakar)**

7. The Research Paper, “**Specific requirement for development in children's clothing**”^[11]

The review planned to amalgamate all the requirements expected to kids wear improvement and client's preference & expectations while purchasing their kid's garments.

For this review, an aggregate of 100 respondents, while 80 respondents were parents & guardians and 20 respondents were going to be parents.

It was found that

- 42% of the respondents, sometimes it is not necessary to buy branded clothes as children grow faster.
- In most of the times, parents are purchasing garments for their kids when required.(61%)
- Preferred fabric: 41%-knit, 29%-design based, 30%-woven

To satisfy the requirements function and design should meet at the right extents in kids' clothing for it to be acknowledged. Suitable decision of fabric, precise garments opening and fastenings, likewise fittings, right decorations utilized for all major considerations and requirements while planning kids' wear. **(By Afroza Akter Rita)**

Aims

To:

- Encourage buying the exact size for their kids.
- Producing one garment following the idea of this project.
- Increasing the quality of garments.
- Focus on the fabric of party wear.
- Take parents' opinions about kids' wear.

Objectives

- Introducing trims for size adjustment that will extend the use of a single garment as a result of parents buying the exact size for their kids without any hesitation.
- Surfing the fabric in the market which fits the criteria of kids' wear.
- Taking surveys through questionnaire with parents and analyzing the needs and problems.

Research Methodology

The aim of this is to create a product that is kidswear. The approach of this product is to fit the kids in their actual size and can change the size from both length and width wise.

For this, a survey was taken asking the mothers about kids' garments and what price they can pay for the kids 0 to 3 years.

After a brief study on how kids grow and how their size changes, this study came up with a technique that can alter the size of the garment of the kids till a certain age.

For this, trim was used to make sure the size can be adjustable from both length and width wise.

This study also avoids the usage elastic and a-like materials.

For the product,

- Material Requirement

Cotton fabric was required up to 1/2 meter.

A thread

A sewing machine

- Method

Starting with the basic romper of 0 sizes, adding strips of fabric at the side that can be extended for a 6-month baby.

The trim that has been used is knotting or tying to adjust the width size which is given to the area like the chest and abdomen.

For length, the ruching technique was applied. For size 0 it will be a ruched onsie and for a 6-month baby, it will be a plain onsie with knotting trim at

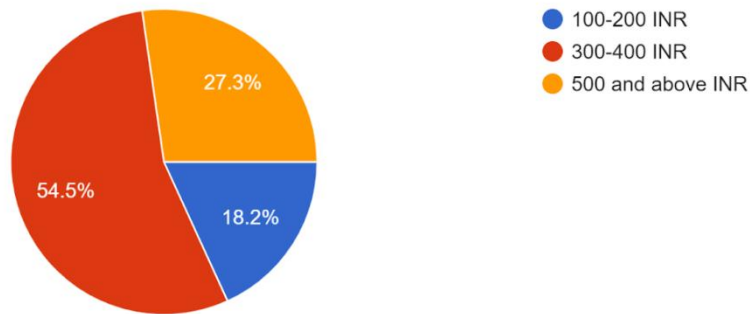
the side seam.

Research Questions with Responses

A questionnaire was prepared where 33 responses have been recorded. The majority of them were from Raipur with kids more than 3 years old. And cotton or any soft fabric is their priority fabric for their kids. Like this many other questions were asked:

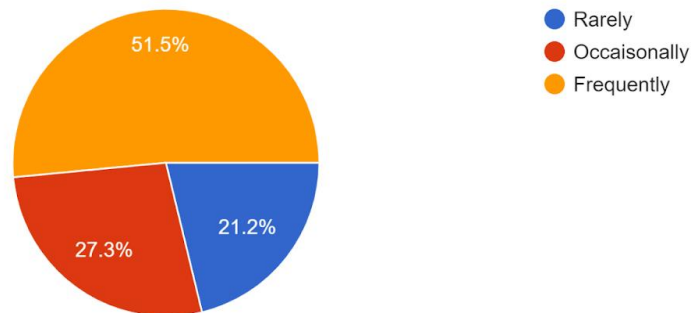
How much do you spend for 1 casual wear for the kid(0-3 years)?

33 responses



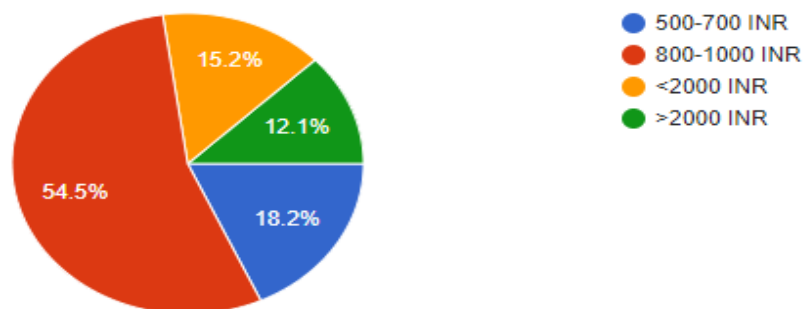
How often do you buy clothes for the kid(0-3 years)?

33 responses



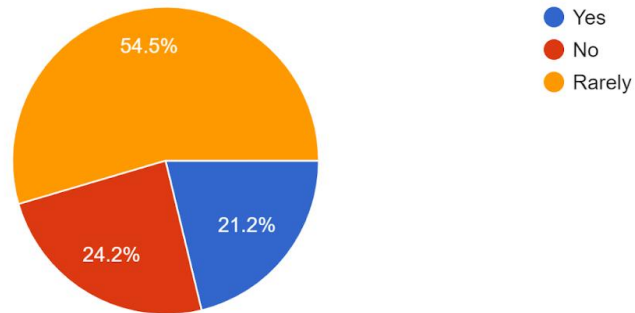
How much do you spend on 1 party wear for the kid(0-3 years)?

33 responses



Do you buy expensive clothes for the kid(0-3 years)?

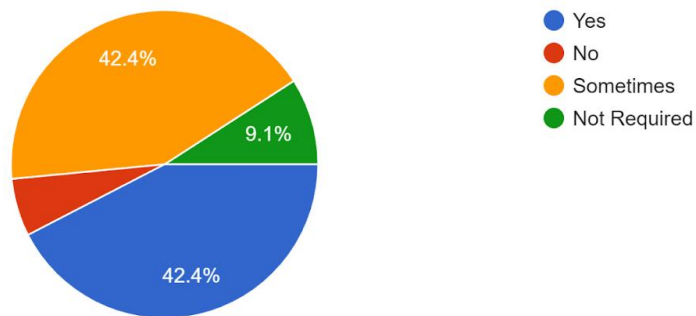
33 responses



The main reason for 'no' is that kids grow faster.

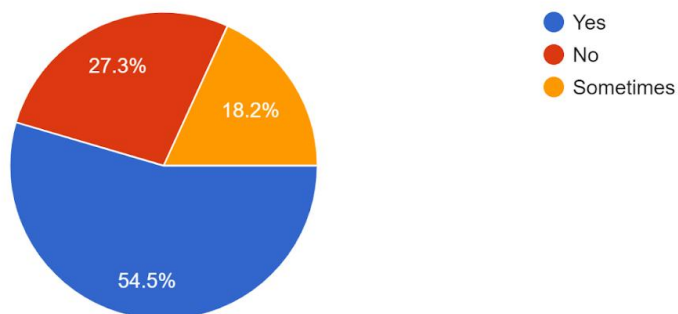
Do you get variation in kids' garments (0-3 years)?

33 responses



Do you prefer new clothes for newborns?

33 responses



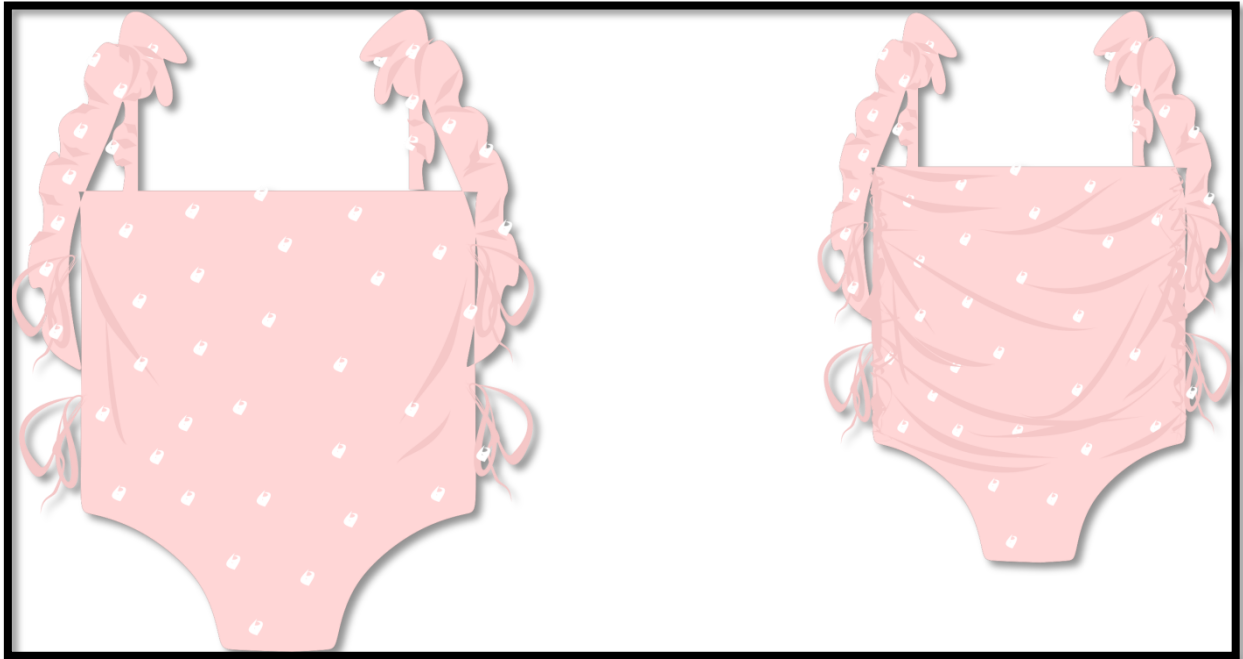
Research Purpose

- Different growth rates with different ages of kids.
- Not prefer buying costly garments due to which quality gets compromised.

Research Need

- Frequent buying of garments for the kids.
- Rough fabrics have been used for kids wear.

Product Sketch



(Product Sketch – Ruched Onesie)

Product construction



Size	0 size	6-month old
Length (Neck to waist)	8.5"	11.5"
Chest	14"	17.25"
Waist	14"	17.25"

(Pattern Cutting - Onesie)

Outcome

This product ranges in size from size 0 to the 6-month old baby because of the trims like knotting and ruching.

There is fabric inside the side seam and the side is attached through the fabric cord, which can be opened to increase or knotted to decrease the size from the width.

For length, ruching is applied. If the garment is in its original size it will be a ruched onesie and as size will increase, ruching gather will decrease. Thus, it increases the length.



0 Size



6-month old baby

Suggestion

When it comes to buying kids' clothes it is very important to assure quality along with that the style is also getting attention these days. It needs to be stylish as well as good quality fabric. More trims techniques can be used to create a fabric that can be extended to a certain time or age. This can reduce buying a larger size for the kids, as kids are also considered individual customers. These trims can also be used for school uniforms which may result in huge acceptance by the parents.

Recommendation

This study can be used for further studies on kids' wear as it includes the sizing of kids, how they grow and at what rate they grow. The technique used here can be taken to some extent and in different fields.

Conclusion

It was concluded that parents are not willing to buy expensive fabric because of the size issue as kids grow faster so there is no sense in buying larger ones as they get shorter within days. So, adding trims is a good idea that can be increased in both width and length wise also the fabric used was healthy and the cost was also not higher. Overall, it was a healthy and successful experiment.

References

- ^[1] Colleen R. Callahan. (n.d.) History of Children's Clothing. Love to Know. See: <https://fashion-history.lovetoknow.com/fashion-history-eras/history-childrens-clothing>
- ^[2] Vincent Iannelli. (2021) What is the Normal Growth Rate for Young Children? Verywell Family. See: <https://www.verywellfamily.com/normal-growth-of-young-children-2632414>
- ^[3] H&M. See: https://www2.hm.com/en_in/customer-service/sizeguide/kids.html
- ^[4] Little Label. See: <https://www.littlelabel.com/sizechart>
- ^[5] Verma, Y. M. (2015) Literature Review on Children Garments Depicting Cartoons as a Decorative and Functional Feature for Age Group 3 to 5 Years. Paripex - Indian Journal of Research. See: https://www.worldwidejournals.com/paripex/recent_issues_pdf/2015/July/July_2015_1438319956_84.pdf
- ^[6] Sahoo, S. & Chopra, N. (2020) Kids' Shopping Experience: An Explanatory Study To Identify The Gaps. International Journal of Retail Management and Research (IJRMR). See: <http://www.tjprc.org/publishpapers/2-36-1597210524-IJRMREDEC20201.pdf>
- ^[7] Kothari, V. Mathews, S. (2016) Necessity Of Kidswear Safety Regulations For India: Viewpoint Of Retailers. Sona Global Management Review. See: <https://www.sonamgmt.org/journal/previous-issues/feb-2016/feb-2016-necessity.pdf>
- ^[8] Gupta, S. & Panna, B. (2015) Effect of Cartoon Shows on Kids Fashion. International Journal of scientific research and management (IJSRM). See: <ijsrmjournal.+Journal+manager,+27+ijsrm.pdf>
- ^[9] Pandya, M. (2016) Consumer Buying Behaviour For Children apparel: A Critical Review. International Journal of Management (IJM). See: https://iaeme.com/MasterAdmin/Journal_uploads/IJM/VOLUME_7_ISSUE_5/IJM_07_05_018.pdf
- ^[10] Prabhakar, D. & Rajagopal, S. (2022) Exploration of kids ready to wear clothing brands for measurement and fit discrepancies. Research Journal of Textile and clothing See: <https://www.emerald.com/insight/content/doi/10.1108/RJTA-10-2020-0113/full/html?skipTracking=true>
- ^[11] Rita, A. A. (2018) Specific requirement for development in children's clothing. Research Gate. See: <704529254.pdf>