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What shape and size are we?!

Innovate UK backs new Body Volume Technology to get truly accurate British adult clothes sizing

- **6 major UK retailers to collect definitive sizing and shape data from their customers**
- **First National Sizing Survey since 2001 uses new Body Volume Technology**
- **The 3D data for ShapeGB is collected from just two images by using an app**
- **£600k worth of funding from Innovate UK granted**

The huge amount of clothing returned due to incorrect fit and sizing is being addressed in an ambitious new nationwide survey; the first since 2001.

The survey on our changing body shapes is being managed by Select Research Ltd, backed by Innovate UK and a consortium of national retailers. It will be the most extensive and comprehensive of its kind to create a nationally representative sample of a minimum of 30,000 adult men and women.

The survey is open to everyone over 18 who has access to an iOS device. The app takes 2 photographs and contains a short questionnaire. The body volume software only uses the body outlines anonymously and then privately and securely creates 3D scientific data for use in sizing and body shape design by retailers and clothing designers. The images are always deleted.

Shape GB uses revolutionary new Body Volume Technology; originally developed in healthcare for the Body Volume Indicator (BVI); a new and more modern enhancement to the Body Mass Index (BMI). Body Volume Technology measures the weight distribution of seven areas of the body – both arms, both legs, chest, pelvis and the abdomen in 3D, so it can similarly capture body volumes for retail clothing. The aim is to collect data from across the nation to help better understand people who have the same clothing size (e.g. 12), but are different body shapes.

Richard Barnes, CEO/Founder of Select Research says: *"This Shape GB project will help with the problems we have with sizing by measuring and including body shape as an integral part of the process. Since we did the last national sizing survey in 2001, we have changed due to natural evolution and lifestyle choices, but we don't know how or by how much, so we need to understand body shape better. There is also a lack of consistency in sizing across different clothing brands and the aim of ShapeGB is to use body volume as a new way of measuring body shape to help us find better ways of resolving this for the customer. For the first time, using an app, we can now measure body shape on a huge scale which means we can look at new ways of integrating that into the manufacturing process."*

Alan Wragg, Technical Director from F&F at Tesco said: "We worked with Select Research on the last Shape GB Childrenswear Sizing Survey ten years ago. The body shape data they produced helped us better define sizing from ages 4-17, which resulted in a significant decrease in returns. The next stage is now on adult clothes sizing and we hope the whole nation can take part to try and solve a problem that affects almost everyone in some way. Together with other retailers we will be contacting our customers to take part in ShapeGB."

Select Research were Data Controllers on Size UK; the last adult national sizing survey in 2001, when 11,000 men and women were measured in 12 locations. The technology used then measured volunteers in a static 3D scanner and so they had to attend in person, meaning a lot of people across the country were left out. Technology has moved on and now this time the 3D data is collected just from an app, meaning anyone can be measured around the country for the ShapeGB project.

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About Shape GB

Shape GB will measure 30,000 men and women across the nation. Each use of the app collects over 100 measurements of every person, meaning over 3m body measurements on body shape and sizing will be generated from the project. Retailers will be able to use the data to improve sizing garment specification and the results will also be available after the survey has been completed for more general and industry use. Collecting data on body shape using body volume is a first on this scale.

The Shape GB app will be available on iOS until the 30,000 target has been reached so that there is a uniform data collection method for the initial sample. It will then be released on Android to measure the rest of the nation. More information about the project can be found on www.shapegb.org

The Shape GB project is supported by 6 collaborating retailers. More details on www.shapegb.org

About Select Research

Select Research specialises in 3D body measurement and has been advising leading retailers on size and fit for over 20 years. The company have measured more than 40,000 men, women and children in 3D in 67 countries using their Body Volume Technology and in healthcare; Select have developed the Body Volume Indicator (BVI) as an alternative to the Body Mass Index (BMI). More details about BVI can be found at www.bodyvolume.com and about Select at www.selectresearch.com.

About Richard Barnes; CEO/Founder

Richard has pioneered 3D body measurement technology since 1997. He managed four large sizing surveys for M&S in the late 1990's, which included the ground-breaking 'Size 16 is Normal' campaign for M&S, He set up on the Shape GB Childrenswear Survey in 2008 with 6 retailers and developed the Lycra Fit Finder for hosiery fit. Richard was one of the key management team for the last National Sizing Survey in 2001 and is the inventor of the Body Volume Indicator (BVI): the new measurement for obesity and health risk.

About Innovate UK

Innovate UK is part of UK Research and Innovation, a non-departmental public body funded by a grant-in-aid from the UK government. Innovate UK supports businesses to develop and realise the potential of new ideas, including those from the UK's world-class research base.

For further information visit www.ukri.org