

# **INTERIM REPORT**

**11 July 2007**

## Introduction

In a highly competitive world market Britain maintains a place at the heart of the global fashion industry. London Fashion Week continues to rank alongside New York, Paris and Milan as one of the 'big four' events in the creative calendar. But London faces increasing competition from emerging new centres anxious to supplant the traditional creative capitals.

The two weeks in February and September staged by the British Fashion Council to celebrate British design and support young talent act as a magnet for designers, buyers and journalists. The clothes are the intended focus but increasing attention has been turned on the models who showcase the designs.

During the most recent Fashion Weeks concern has been expressed about the health of the models appearing on the catwalks. The decision by Madrid Fashion Week in September last year to ban underweight models on the basis of Body Mass Index and both Paris and Milan's introduction of a catwalk code of conduct provoked calls for similar action in London. (More details of the context of this Inquiry are set out in Appendix 2).

In response to the concerns the British Fashion Council established the independent Model Health Inquiry to investigate the extent of the problem and make recommendations for the fashion industry in time for this autumn's shows.

Our Inquiry has been led by an Expert Panel whose members have significant expertise and experience in the field of fashion and design. We have consulted widely, engaging all key stakeholders in our investigations and we are grateful for the frank manner in which they have approached discussions about the key issues.

We have been given startling medical evidence about the prevalence and impact of eating disorders, which are classed in the category of Serious Mental Illness (SMI) and have the highest death rate of any mental illness, higher than for example schizophrenia or

depression. Most deaths result from infection, heart failure or heart attacks and suicide. In addition, eating disorders can lead to a significant impairment of the quality of life, creating infertility and osteoporosis.

Eating disorders are very clearly defined and fall into three types, Anorexia Nervosa (when people are underweight), Bulimia Nervosa (normal weight but people binge eat and vomit) and Atypical Eating Disorders, also called Eating Disorders Not Otherwise Specified (EDNOS). The overall prevalence rate for all eating disorders is in the order of three per cent of the population.

Many critics of the fashion industry's aesthetics believe an over-emphasis of ultra-thin models on the catwalks feed an unhealthy obsession with thinness in the wider population and a desire among many women in particular to reach an unachievable standard. Some commentators have linked eating disorders in the wider population with this aspiration to match model thinness. There has also been a strong media focus on celebrity thinness and 'size zero'.

The UK Department of Health is currently reviewing the causes of eating disorders more generally and therefore this Inquiry has focused its attention on the modelling profession and not sought to make recommendations for the wider population.

During our investigations members of the Panel became increasingly concerned as we heard more details about the working conditions faced by many models and the vulnerability of young women working in an unregulated and scarcely monitored work environment.

In response we have followed an approach based on the principle that all our recommendations should be designed to ensure the industry behaves responsibly and in the best interests of those models who help make a success of London Fashion Week.

This Interim Report highlights a range of potential actions emerging from the discussions and the evidence presented to us so far. It does not represent the Panel's final views. We welcome responses to help inform our Final Report which will include firm recommendations and be published in September.

## Place of Fashion in the UK Economy

The designer fashion industry is an important sector in the UK's increasingly significant knowledge economy. Latest estimates put the industry's Gross Value Added<sup>1</sup> at £384 million in 2004 and it supports 2,400 firms which employ around 9,300 workers. The total value of the men's and women's designer clothing markets in 2005 was estimated at £1,820 million.

Furthermore, it is a dynamic component of the broader apparel, footwear and textiles sector that contributes around £10 billion to the UK economy and employs 380,000 workers.

Designer fashion's value goes beyond this narrow definition; it plays a major role in London's pre-eminence in leisure and tourism. Designer fashion and its place in the overall shopping experience are integral to London's offer as a tourist destination and the capital's role as a creative hub for the rest of country. The sector's potential is huge. A London Development Agency Report singles out designer fashion as having the potential for growth greater than 4 per cent over the next decade, suggesting if London can capitalise on the demand for more high-end clothing it could create 40,000 jobs across the fashion sector as a whole.

However, the Panel also heard more gloomy analysis from those closely involved in the industry about the increased threat to London as a leading fashion centre from hungry new venues including Madrid, Tokyo, Rio and Sydney. The high cost of accommodation in London is already acting as a barrier to journalists and buyers selecting which fashion

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<sup>1</sup> GVA measures the contribution to the economy of each individual producer, industry or sector in the United Kingdom.

weeks to attend and model agencies report pressure on fees while models from the emerging economies of Eastern Europe and South America are proving major competition to home-based models

Significantly, the UK industry has a distinctive structure that is fragmented and characterised by a large number of small labels, which is in contrast to the multinational brands that dominate the industry in the Italy France and the US. As a result designers almost always undertake both design and production and frequently retail their collections as well.

Fragmentation of the industry and the high profile of London Fashion Week which last February hosted 49 on-schedule catwalk shows over 6 days and attracted a record 5,000 visitors create a dual problem. The scale of London Fashion Week puts it in a position that requires a high level of responsibility for the wellbeing of its participants that goes beyond simple creative excellence.

At the apex of this industry are the catwalk models – the majority of whom are young women working in an unregulated and largely unmonitored environment. The Panel heard evidence that the span of a model's working life was shortening as designers and stylists pursued new faces and "the latest look". Today there are fewer super-models with distinct identities and personalities than has historically been the case.

Working conditions for models are far from transparent and there is a worrying lack of information about the overall profession. Models are managed by model agencies and typically these are small organisations with 5-25 staff. These are registered as employment agencies and the leading companies are members of the Association of Model Agents (AMA).

Monitoring and ensuring best practice in the work environment in these circumstances is extremely important but also difficult in a disparate and fragmented sector. However, there

is nobody with responsibility for this role. The British Fashion Council is responsible for organising London Fashion Week but supporting models does not fall within its remit.

Representatives of the modelling profession told the Panel that they would welcome a range of channels of support, including easy to access advice on financial and contractual matters as well as on health and dietary issues. There was high approval for mentoring schemes but recognition of the practical difficulties posed to such schemes by models' working patterns.

**Issue: How can models be given better protection and the necessary support and advice?**

**1. To initiate and develop a model health education and awareness programme in partnership with the industry, including:**

- a. Holding workshops to teach industry partners (designers, agents) how to identify and advise models with eating disorders;**
- b. Establishing a healthy backstage environment and providing good quality food ;**
- c. Recruiting experienced models to host peer workshops to provide practical advice to younger models;**
- d. Developing an advice and support website for models, parents, agencies and casting directors, supplemented by a telephone helpline, setting out the signs and symptoms of eating disorders and where to go for expert help.**
- e. Seeking opportunities for international collaboration in order to achieve best practice in a global industry.**

We would welcome views on these proposals. Should the British Fashion Council be the organisation to take forward this proposal? If not the BFC, then what other organisation

could take the lead? What other ways could practical support could be offered to the modelling profession?

Many of the models participating in the Inquiry spoke strongly of the poor reputation of their profession and the perception largely generated by the media that models lack intelligence. In discussion, they said it was important that models had a voice that could be heard.

There are a number of practical difficulties in creating a representative organisation for models, in particular, the regular international travel that is such a major part of models' working lives. Establishing a traditional union structure would be difficult but not necessarily impossible.

## **2. The Panel believes there is a positive case for establishing a representative body or union for the modelling profession.**

We have a range of questions about the precise form this organisation would take. Would a union be prepared to organise members of the modelling profession? Would models join a union? Would an institute or association be more attractive to members of the profession? How would such an association be funded, organised and led given that models regularly travel and can spend short periods of time in single locations? Ideally, an association would be an international organisation if it is to have an impact with a global profession, how could this be achieved?

### ***Issue: How can the working environment be improved for models employed during London Fashion Week?***

This Inquiry has been held to an extremely tight timetable as a result we have focussed on one particular aspect of the health of models – namely the size of catwalk models and any links to eating disorders – and this is covered in detail in the following section. However, we have grave concerns about other health areas, such as drug and alcohol abuse and the stress caused by working conditions for models. These include long working hours,

which often end late in the evening with the safety risks this entails and regular international travel commitments.

We are also concerned that modelling is very much a hidden profession with very little transparency about the working conditions that many models have to endure.

**3. We would welcome a detailed investigation into the working conditions of models and would encourage the Work Foundation to include the modelling profession in their research programme into 21<sup>st</sup> century employment and would hope that proper funding was provided for this.**

**4. Backstage environments should be demonstrably drug free and the British Fashion Council should also ensure the rigorous enforcement of no smoking backstage at London Fashion Week following the recent introduction of smoke-free work environments.**

The Panel would like to hear of ideas for further action that could be taken to promote a healthier backstage environment

### Model Health and Eating Disorders

The health of catwalk models has been widely linked by the media with the issue dubbed by journalists the 'size zero' problem and the perception that the extreme thinness of some models is linked to eating disorders. Size zero in the UK is a meaningless term because that sizing does not exist in this country. (See annex 3 for more details on clothes sizing).

The College of Psychiatrists gave the Panel evidence of the results of eating disorders. Representatives told the Panel that the effects of starvation on the developing brain are now being recognised in animal studies. These clearly demonstrate permanent changes to the reward centre in the brain leading to increases in binge eating and drug and alcohol seeking behaviour

Rigorous investigation of the extent of eating disorders within the modelling profession is hampered by lack of data or even shared understanding. We have carried out an extensive survey of designers, casting directors and models and have found very little consistency of view on the size of models working on London Fashion Week's catwalks.

Anecdotal evidence is that other world fashion centres seek thinner models than the London catwalks. Models told the Panel that they are required to shed extra weight to be successful in Paris, Milan and New York. Would action in London be undermined by the demands of other international fashion centres?

The Panel's investigation has necessarily been restricted by the lack of hard data has about the prevalence of eating disorders among models. There is a widespread perception that many catwalk models are unhealthy, unnaturally thin and suffer from eating disorders. They are certainly members of an "at risk" sector.

Dr Adrienne Key, a leading authority on eating disorders and a Panel member, advised us that several groups of workers have much higher rates of eating disorders than the general population. These include dancers, jockeys and high performance athletes – all 'at risk populations' whose rates of eating disorders can reach up to 40 per cent.

Fashion models are also thought to be an 'at risk population' for eating disorders particularly because the importance of maintaining weight and shape for occupation is recognised as a risk factor for eating disorders. However, Dr Key has stressed that there have been no detailed studies that have investigated this population and therefore no data to confirm or disprove a high rate of employment-related eating disorders in this sector.

***Issue: How do we gain a deeper understanding of the risk and prevalence of eating disorders in the modelling profession?***

A number of contributors to this Inquiry have proposed there should be a robust system for collecting data on the weight and size of models participating in London Fashion Week catwalks in order to support the monitoring of trends and underpin wider research.

**5. We are not convinced that weighing models is a useful way forward; examples of this action in other countries has been ineffective and a focus on weighing models can be counter-productive.**

But we are interested in hearing views about this approach. Is it practical? Would a focus on measuring and weight be helpful in achieving a more healthy modelling profession?

**6. The Panel would like to see a rigorous scientific study carried out into the prevalence of eating disorders among fashion models and the presence of vulnerability factors that are associated with them.**

Who should undertake this research? How would it be funded?

***Issue: Does action taken by other international fashion weeks to deal with unhealthily thin models point a way forward for London?***

Demands for action from London Fashion Week to tackle unhealthily thin catwalk models have included proposals to follow the Madrid example and ban models from the catwalk whose Body Mass Index (BMI) is below 18.5.

The Panel has heard from experts who hold the strong view that a BMI limit would be the most effective intervention to reduce the prevalence of eating disorders in the modelling profession and the general population. Models should be weighed prior to going on the catwalk to ensure they are not underweight, and banned if their BMI falls below 18.5, the College of Psychiatrists has proposed.

Other contributors have argued that BMI is a blunt instrument that is not necessarily effective in dealing with eating disorders. The Panel heard that BMI is not necessarily an accurate measure and it is not foolproof in identifying whether someone is suffering from Bulimia Nervosa – a more common eating disorder.

Evidence from Madrid's introduction of a BMI ban is not necessarily clear-cut – anecdotally it is said to have resulted in a number of models being barred from the catwalk but there is

no substantive data available. Some contributors have described the Madrid action as “window dressing without substance”. During discussions participants across the board expressed serious doubts that a BMI ban could be properly enforced and there were concerns that an over-rigorous approach to regulation would irrevocably damage London as a fashion centre.

Other options for intervention include the code of conduct – or National Fashion Industry Manifesto for Self-Regulation against Anorexia - introduced by Milan. The Italian example bans models under 16 from the Milan catwalks, requires a medical certificate for all models participating, including a record of BMI, and collaboration with medical specialists. But we have no evidence that this has been enforced or that the intervention has been effective.

**7. The Panel would welcome responses to an approach based on BMIs or codes of conduct. In particular we are interested in views on the impact of introducing guidance that models with BMIs below 18.5 should not appear during London Fashion Week.**

Would the introduction of guidance be enforceable? Would it have a detrimental impact on the UK fashion industry? What effect would it have on the overall health of the modelling profession?

***Issue: How can we protect the most vulnerable models?***

A small proportion of catwalk models are under 16 but there is a growing tendency for casting directors to seek out excessively youthful stars. Age has a bearing on issues of support, working hours and image – adolescents are likely to be less developed although expected to project the image of a mature woman. They also have an increased vulnerability to eating disorders.

Working hours for children aged 15 and 16 are restricted by law. However, the hours that young models spend at casting sessions are not covered because these are not considered paid employment. In addition, rules surrounding the chaperoning of young

models are in practice difficult to enforce and their effectiveness depends greatly on the level of parental interest, the Panel heard.

The overwhelming evidence from health experts is also that young women are particularly at risk of developing anorexia. The age range for eating disorders is most commonly 15 to 25 and the average age for the onset of anorexia is 16.

There was also strongly expressed concern that it is profoundly inappropriate that girls under 16 – under the age of consent – should be portrayed as adult women. The risk of sexualising these children was high and designers could risk charges of sexual exploitation.

**8. The British Fashion Council has already issued advice to designers that models under 16 should not be used during London Fashion Week but the Panel believes that this should go further and that models aged below 16 should be banned from the catwalks during London Fashion Week, given the particular vulnerability of this age group and the risk of the sexual exploitation of children in requiring them to represent adult women. We would also like to see additional protection for models aged between 17 and 18, including chaperoning at shows and better support made available.**

In particular, the Panel seeks views on how any such ban should be enforced.

***Issue: Can a culture change be brought about by a campaigning approach?***

The Panel believes there could be real benefit in developing a national campaign to encourage culture change – benefit to models and to the fashion industry. In many discussions with fashion journalists, for example, the message came through clearly that designers' use of ultra-thin models was distracting attention from the clothes they were showing.

News organisations were increasingly dedicating their coverage to stories and headlines about the weight of models and the specialist writers have found it hard to focus on the

outfits when worn by over thin models. One fashion editor commented: “I have sat through innumerable shows where I have been unable to take in the clothes through shock at the emaciated frames of the models.”

**9. We believe there is scope for a campaign through informed media coverage and campaigns to encourage designers to embrace a healthier image and would welcome campaign proposals.**

We would particularly welcome responses from retailers who have made policy decisions to use only models above size 10 on the market response to their actions. Does the use of healthy models provide a more attractive proposition for marketing fashion?

### The Relationship between Model and Agent

According to a leading model agent, agents discover, promote, represent, manage and generally sustain models.

In interviews and discussions with the Panel agents pressed the case that they had not seen many cases of eating disorders among models. Targeted scouting means that tall girls with thin body shapes tend to be recruited by agencies. “These girls are from the extreme edges of ectomorphic possibility; this is why they have been scouted,” was one comment.

However, the advice from medical experts is that eating disorders are extremely difficult to identify. As a result, most models with eating disorders would not be so visible and they would be reluctant to seek advice because it might risk their jobs. Many models participating in the Inquiry said that there was always a fear of not being selected for work because they were not thin enough. With this range of evidence raising awareness of the dangers of eating disorders and how to spot symptoms is vitally important

Agents participating in this Inquiry have described a close working relationship with their model clients and high levels of pastoral care delivered. During discussions some models

themselves offered a more mixed view, remarking that the relationship depended very much on the individual agents or bookers. There was also criticism about lack of information about particular assignments and the condition of some venues for photographic shoots. It must be remembered that there is first and foremost a financial relationship between models and agents and this may lead in some cases to a conflict of interests.

The working status of models as self-employed or independent contractors leaves them with little degree of protection. The agencies that operate modelling businesses fall under regulations and code of conducts, but these largely relate to issues of fees.

***Issue: How can the relationship between model and agent be put on a more formal and transparent basis?***

The Panel has received a range of contributions about establishing a more formal approach to the relationship between models and agencies. We would welcome views on these two options – one based on self-regulation and the other a formal licensing system. We would ask contributors to consider the questions raised concerning each option:

**10. The British Fashion Council should work with the Association of Model Agents to develop minimum requirements and best practice standards for agencies booking models. Agencies would be expected to arrange medical checks including screening for eating disorders when taking a model on their books and follow up with annual checks, particularly with those trained in an understanding of eating disorders. They would also need to offer**

- **Clear contracts for assignments**
- **Health training for staff**
- **Mentoring or buddy systems**
- **Access to a counsellor**
- **Systematic de-briefing systems for past photo-shoots**

Would this approach go far enough? How would the medical screening be funded? How

would this self-regulatory approach be enforced? Would one approach be for the British Fashion Council to maintain a list of agents who failed to follow these guidelines and where appropriate 'name and shame' them? If so, how could this be implemented as a clear and transparent process?

**11. A formal licensing system for model agencies should be established, regulated by the Department for Business, Enterprise and Regulatory Reform and delivered in partnership with the Association of Model Agents and the British Fashion Council. Minimum requirements of achieving the licence would include medical checks and clear contracts for models and health training for staff.**

Is this approach too rigid? Does the infrastructure exist to enforce a licensing system? How would any necessary inspectorate be developed?

***Issue: How to simplify the current system of regulation?***

Enforcement of regulations governing the fashion industry and the employment of models – particularly younger models – is complex and unclear. Contributors to the Inquiry pointed out that too many organizations have overlapping responsibilities and established model agencies complained that enforcement of cowboy organisations is weak.

**12. There is a clear case for the government to examine streamlining the regulation of the industry and appointing a single authority to have responsibility for enforcement of regulation in the fashion industry. Could / should this be the British Fashion Council?**

**Conclusion:**

The Panel has set out an approach designed to protect vulnerable young workers in an industry which appears to be glamorous but which has hidden risks and that for all practical purposes is largely unregulated and unmonitored. We believe that as an

independent body the British Fashion Council is best placed to support the interests of fashion models working during London Fashion Week.

However, we are conscious that many of our interim proposals put additional responsibilities on the British Fashion Council that will require additional resources to fulfil an extended role.

**13. Therefore, we would welcome responses particularly from British Fashion Council sponsor organisations and its major funders on the availability of financing or new sources of funding for any wider role. We are also interested in views on whether the British Fashion Council’s Memorandum of Association should be amended to reflect a role that embraces support for models working during London Fashion Week.**

## **Annex 1**

### **Scope of Inquiry and Panel Membership**

The British Fashion Council established the Model Health Inquiry on March 23 this Year under an expert Panel chaired by Baroness Denise Kingsmill. The Inquiry's scope is to:

- Establish the extent of any health issues, notably in relation to body size and shape, among catwalk models employed at London Fashion Week
- Look at the casting and selection process of models for work at London Fashion Week
- Establish the approach taken by other fashion capitals, in particular New York, Paris, Milan and Madrid; and evaluate the effectiveness of those actions
- Provide guidelines for effective and practical action which might be taken by employers of catwalk models within the UK fashion industry, in order to address any material size related health concerns which the Inquiry identifies
- Describe how any measures, appropriate to managing the health of London Fashion Week models, would be implemented, enforced and assessed effectively.

Each particular panel member was chosen due to their expertise in health and or fashion industry matters and the combined expertise of the Inquiry Panel has been designed to enable a balanced and measured review of the material research, facts and submitted evidence.

#### **Panel members:**

Sarah Doukas	Founder of Storm Model agency
Betty Jackson	British fashion designer
Giles Deacon	British fashion designer
Charlotte Clark	Co-Director of Inca Productions
Paula Reed	Style Director of Grazia magazine
Erin O'Connor	English model
Prof Wendy Dagworthy	Head of the School of Fashion and Textiles, Royal College of Art
Dr. Adrienne Key	Clinical Director, Priory Hospital Eating Disorders Unit

## **Annex 2**

### **Background to the Inquiry**

#### **June 2000**

Tessa Jowell (DCMS) hosted the Body Image Summit at Downing Street including fashion magazine editors, advertisers, clothes designers and teenage girls to discuss the way body image affects teenage girls' self-esteem and the increasing prevalence of eating disorders. Liz Jones, then the editor of Marie-Claire, volunteered to set up a group of industry professionals to monitor the industry and introduce guidelines to expand the types of women featured in print and broadcast media. There was little support for the project, which failed to take off.

#### **March/ August 2004**

"The truth about beauty" - findings of the Dove Global Study on Women, Beauty and Wellbeing developed for Boots was released. This was followed up by using 'real women' in their £4m Dove advertising campaign launched at end of March Dove's share of firming products in the UK grew from one to six per cent.

#### **August 2<sup>nd</sup> 2006**

**Luisel Ramos** died of a heart failure caused by Anorexia Nervosa at 22 years old. She was participating in a fashion show during Fashion Week at Montevideo, Uruguay and fainted after walking the runway. She was reported to have adopted a diet of lettuce leaves and Diet Coke for three months before her death. At the time of her death she had a BMI of 14.5, which the World Health Organisation rate as beyond Starvation (under 16).

#### **September 2006**

The press focused on Nicole Richie who was said to have undergone a dramatic weight loss and reached a size 00. Banana Republic began offering size 00 on its website.

**Madrid** Fashion week decided to ban underweight models on the basis of Body Mass Index. Five out of 69 models from the Pasarela Cibeles show were said to have been rejected

Italy's fashion capital, **Milan**, announced a new catwalk code of conduct to protect young models vulnerable to anorexia and exploitation. The Fashion Week opened with a plus-size show and the announcement of a new code of conduct from February, under which models will have to carry a health certificate.

## **November 2006**

**Ana Carolina Reston** was the second Brazilian model to die due to anorexia related complications. At the time of her death, Ana weighed only 40 kilograms and had a BMI of about 13.4. She had been hospitalized since October for kidney malfunction due to anorexia and bulimia nervosa. She was said to have survived on a diet consisting of only apples and tomatoes.

## **December 2006**

The Sao Paulo Fashion week reacted to fears that Brazil was facing a major anorexia problem by banning under 16 year old models and introducing a rule that agencies must present a signed medical certificate attesting that their models are of good health.

## **January 25<sup>th</sup> 2007**

London Fashion Week agreed to set up a taskforce to draw up a voluntary code of practice. The British Fashion Council asked designers, model agencies and image makers to only use healthy models for their collections and recommended that only models aged sixteen or over should be used in February's Fashion Week. The statement from the BFC said – "We believe that regulation is neither desirable nor enforceable. What will make a difference is the commitment of the fashion industry to change attitudes through behaviour and education".

Eating disorder campaigners distributed leaflets and a helpline number to models backstage at London Fashion Week.

A study by TNS Media Intelligence concluded that the most dominant topic in the press was the debate over size zero with 64% of the volume of coverage for the event (over period 5<sup>th</sup> Jan to 5<sup>th</sup> Feb).

## **February 2007**

High street supermarket ASDA announced that they will stock size 0 (UK size 4) in their G21 range.

## **March 2007**

Spain's Health Minister and major retailers like Zara and Mango reached agreement to remove ultra-thin mannequins from shop windows. Stores run by four big names started replacing window display mannequins so that none are smaller than size 10. Designers also agreed to standardise women's apparel so a given size will fit the same way no matter who sells it.

In the UK, John Lewis announced that it would employ "normal- sized" women to advertise its clothes and use larger mannequins in its shop windows.

It hopes the move will help to combat anorexia, and is already using size 12 models to market its swimwear collection.

**March 2007**

A UN study reported that Brazil was the most skinny- obsessed country. It outlined that the number of people in Brazil obsessed with achieving the perfect body is three times that of the United States.

**May 2007**

Unilever decided to ban super slim models and actors from its advertising campaigns. The new guideline requires that all its future marketing should not use models or actors that are either excessively slim or promote 'unhealthy' slimness – models should have a BMI of between 18.5 and 25. As a top global food company, Unilever spent more than 5 billion euros last year on advertising and promotion.

### Annex 3

## Comparing International Clothing Sizes

### USA Average Measurements

Taken from: Banana Republic, Abercrombie, DKNY, Ralph Lauren

Size	Bust (cm)	Waist (cm)	Hips (cm)
00	79	59	84.5
0	79.5	60	85.5
2	82	63	89
4	85	66	92.5
6	88	68	94.5

### EU Average Measurements

Taken from Mango, La Radoute

Size	Bust (cm)	Waist (cm)	Hips (cm)
34	80	62.5	84
36	84	65.5	87.5
38	86.5	68.5	91.5
40	90	71	95.5

### UK Average Measurements

Taken from Dorothy Perkins, Topshop, Next, M&S, River Island, John Lewis, Laura Ashley

Size	Bust (cm)	Waist (cm)	Hips (cm)
6	79	61.5	84
8	82.5	64.2	88
10	86	68	92.5
12	90	72.5	96.5
14	96	78	102

### International Size Conversion

UK	2	4	6	8	10	12	14
EURO	30	32	34	36	38	40	42
USA	00	0	2	4	6	8	10

### Conclusions

- A USA size 00 is very close to a UK size 6 – not the size 2 the international conversion dictates.
- The difference in the size measurements means that the term ‘size 0’ is ambiguous.
- But there can be a difference of up to 4cm for one UK size according to some retailers, e.g. John Lewis bust size 8 = 80cm; Dorothy Perkins bust size 8 = 84.5cm.