

Looking at better bottom lines

RESEARCHERS AT AUT University have identified an international shift among clothing manufacturers toward the use of new sizing techniques based on body shape to combat ill-fitting garments.

Associate Professor Frances Joseph says huge demographic and lifestyle shifts during the past half century have resulted in changing body sizes and shapes but sizing standards and measurement techniques have not always kept pace with the changes.

"Ill-fitting garments have serious implications for customer satisfaction and for profits, so some companies are choosing to make serious investments in new technology so they can get it right," says Joseph.

In countries such as the US, digital body scanning technologies are being employed to bring clothing measurements in line with modern body types.

American plus-size clothing company Lane Bryant has introduced a new line of



Phase II
14. Body size, 15. Taking the Torso, 16. Chest length, 17. Hip length, 18. Knee length (in shade)

Right Fit jeans based on scans of 14,000 customers. The data collected from the scans showed that a customer with a 34 inch waist could have hips that measured

anywhere from 36 inches to 47 inches — a range that a single size couldn't cover.

The company's response was to build three different fits — "straight", "moderately curvy" and "curvy" — for each waist size.

Manufacturers are also trying to develop consistent sizing standards which will be meaningful for "global shoppers" who want to purchase clothing from online retail sites.

Given New Zealand's geographical distance to international markets, Joseph says developments around body scanning and global standards could provide massive benefits for local manufacturers.

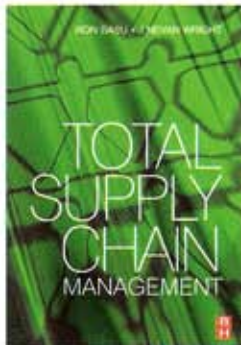
AUT's Textile Design Laboratory is carrying out a feasibility study with the university's Institute of Sport and Recreation Research and the Bioengineering Institute at the University of Auckland for a New Zealand sizing project which could result in new software applications for online retailing.

Cut costs by going green

GOING GREEN can give the manufacturing and service industries a commercial edge and a new book shows how. *Total Supply Chain Management*, written by AUT University Associate Professor of Management Dr Nevan Wright and UK consultant Ron Basu, details how the efficient use of resources and supplier partnerships with the goal of improved customer satisfaction adds value to an organisation.

Dr Wright says the book investigates the most pertinent 21st century issues.

"Our book breaks new ground with sections on e-business and a chapter dedicated to how green



supply chain management is not only good for the environment but can benefit an organisation by reducing costs," he says.

Dr Wright has an international reputation in operations management, quality management, including six sigma, and supply chain management.

He is a Fellow of Henley

Management College in the UK where he has lectured for the past 12 years, and is a visiting professor at Kassel University in Germany.

In New Zealand, Dr Wright is a Fellow of the New Zealand Institute of Management, a mentor for New Zealand Police and a Justice of the Peace. This is Dr Wright's twelfth book.

Helping the helpers

AUT UNIVERSITY lecturer Caril Cowan released a book last month for mental health support workers, family and friends helping people affected by mental illness.

Cowan says *Supporting the Journey of Recovery in Mental Health* fills a gap in current literature on the subject.

"My book presents applied knowledge and skills for supporting people affected by mental illness so they can live in recovery within the New Zealand context," she says.

Topics covered include the mental health services in New Zealand; the role of the mental health support worker; interpersonal communication skills; and approaches to self-management of a mental illness.

The book is being released by Dunmore Publishing.

