

Determining the Problems of Large Sized Women Regarding Ready-to-Wear

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Abstract: This research was conducted to determine the ready wear problems of women wearing large size clothes. The questionnaire technique was applied to collect data for the study, which involved 300 voluntary women wearing size 44 and above and shopping at large stores with ready-to-wear departments in Ankara, where intense shopping is done. The data were evaluated by means of the SPSS (Statistical Package for Social Sciences) software and when deemed necessary, chi-square (χ^2) analysis technique was employed. It was determined that the weight of large sized women varied considerably as per body size ($p < 0.01$) and that the height ($p < 0.01$), marital status ($p < 0.01$) and occupational status ($p < 0.01$) varied significantly as per the age variable. One of the major problems of large sized women about ready-to-wear clothing is the problem about the measures of clothes ($p < 0.05$). It was also determined that the problems about the stitches of the ready-to-wear ($p < 0.05$) and the textile used ($p < 0.01$) varied by the clothe size and the major problems about their model ($p < 0.05$) varied by the age variable.

Key words: Large size clothing, ready-to-wear (store clothes), woman

INTRODUCTION

Clothing serves more than one purpose as an important factor which plays role in people's looking good, dressing up, belonging to a group or category, feeling good and safe and even reflecting their personality, in addition to their protection motivation that exists in their nature.

The basic physiological function of clothing is protecting the body from external effects and providing comfort. The facts such as feeling good and elegant and liking one's self are related to a person's psychology. Clothing is an important tool that affects the physiological, psychological and social life of a person. Today, clothing has increasingly become a way of symbolizing the societal and social status of people. The outer appearance has become a way of communication (e.g., conveying an image).

Clothing, which is important for prestige and a person's acceptance by society, is also a clue for the reflection of personality. The clothing preferences of people vary in consecutive life periods of infancy, childhood, adolescence, first adulthood, middle age and old age. Being one of the most important needs of humans, clothing has gone through many changes in societal life since the ancient periods up to date (Kompuoglu *et al.*, 1986). Although, it cannot be exactly determined when people first started to get dressed, the first clothes date back to three thousand BC (Aydin and

Cakar, 1993). Archaeological works prove that during the stone age in North Europe, people met their needs for clothing by means of clothes made of leather. These clothes involved the use of leather pieces by making holes on them and combining them by means of leather ties that go through these holes (Sezer *et al.*, 1992).

A glance at historical periods show that the Middle Age constitutes a milestone in the history of clothing. In this age, clothing has changed from a protection tool that meets physiological needs into a way of dressing up to complete beauty. The 16th and 17th century clothes involved precious stones in colours and men wore narrow trousers long socks wrapping the legs. Men started wearing the trousers of today at the end of the 17th century and women started wearing corsets that make their body look thin at the beginning of the 20th century. After the World War I, with the development and rapidly wide spreading of the cinema, women's clothes have changed and women all around the world became eager to get dressed like movie stars (Bayraktar, 1996). The shortest skirt length of women were seen between 1960 and 1970 (Altinay and Isbilen, 1996). The World War II had important influences on the way women got dressed. The women who had to be deployed at various positions during the war needed simpler and more practical clothes (Bayraktar, 1996). Again with the influence of the World Wars I and II, in 1920s and 1960s, women used low waist clothes as a consequence of their desire to look masculine (Altinay and Isbilen, 1996).

Today, there are differences in the interests, expectations, needs, preferences and decisions of people at different life periods. Clothing, which is important in people's lives, becomes even more important for large sized consumers especially in our country because women wearing large size clothes face great difficulties in terms of expressing themselves and following the fashion.

Obesity is one of the biggest public health problems of the 21st century. According to the WHO body mass index, the individuals with a BMI of 25 or above are classified as overweight and those with 30 or above are classified as obese. Today there are 1.6 billion overweight and 400 million obese people in the world. It is projected that the numbers will increase 40% in 10 years, the number of the obese rising to 700 million and the number of the overweight to 2.3 billion (Anonymous, 2007).

In a report prepared by the Turkish Ministry of Health, while the frequency of obesity is 23.8% in the urban areas, the ratio is 19.6% in the rural areas. Recently, the difference between the obesity percentages of the rural and urban areas have become smaller, indicating that obesity is rapidly becoming widespread around the country.

Obesity is caused by imbalanced nutrition and considered as a health problem. The frequency of obesity in Turkey is 29.0% between the ages of 25-50 and it increases to 45.0% between the ages of 50-59 (Yalcin, 2004). According to, the results of another study, the ratio of the slightly overweight females in our country is 35.8% and the ratio of those who are overweight is 25.6% (Baysal, 1999).

DEMOGRAPHIC INFORMATION ABOUT THE SUBJECTS

This research was based on a survey which was conducted in malls of capital city of Turkey, Ankara.

The mean age of the large sized women within the scope of the research is 41, with the minimum age being 21 and the maximum age 72. With respect to the educational status of the large sized women in the research, 34 were primary school graduates, 23 were middle school graduates, 127 were high school graduates and 116 were university graduates.

As for their weight 40.7, 33.7, 16.7 and 9.7% were 80-89 kg, 70-79 g, 90 kg and above and 69 kg and below, respectively.

Fifty percent of the women had a height of 1.60-1.67 cm, 38% had a height of 1.59 cm and below and 17% were 1.68 cm and above.

About 74.3% of the large sized women participating in the research were married, 16.3% were single and 9.4% were widows.

The occupations of the subjects were distributed as follows: 25.3% civil servants, 25.0% were housewives, 17.3% were retired, 11.7% worked freelance, 8.7% were doctors or lawyers, 8.3% were employees and 3.7% were small-scale retailers.

THE ATTITUDES OF THE SUBJECTS TOWARDS READY-TO-WEAR CONSUMPTION

About 60.3% of the subjects stated that they liked shopping, 20.7% did not and 19.0% were indecisive.

The reasons for shopping were determined as follows: 54.0% did shopping to meet their needs, 33.7% to look different, 11.0% out of boredom and 1.3% for other reasons.

While, 65.7% of the women fancied the ready-to-wear on the market, 13.7% did not. A further 20.7% stated that they were indecisive.

THE PROBLEMS OF LARGE SIZED WOMEN REGARDING READY-TO-WEAR

The most important problems of women wearing large size clothes were examined according to the variables of age and body size, under the following titles: problems related to the measures and cuttings of the ready-to-wear, problems about their stitches and the fabrics, problems about buying ready-to-wear and the problems of colour.

The subjects were asked to arrange in order of importance the 7 problem topics related to the ready-to-wear. The first three most problematic topics as indicated by the large sized women are presented in Table 1, by age and clothe size variables.

The first problem of more than half of the subjects was that the measures did not match the body size, the second ranked problem was that the clothe sizes were not standard and the third problem was high prices. The measures do not match the body sizes (55.2%) because there is not a standard body size classification for Turkish women, especially for large sized women. Every ready wear firm acts according to its own classification; in other words, the clothe sizes vary as per different brands and firms. The third problem is the high prices of clothes, which was stated by 42.7% of the subjects (Table 1).

The most important problem of the women with 44-46 clothes sizes, with 14.4%, was that the clothe sizes were not standard and the prices were high. Their second ranked problem was that the models were not useful. The problem order of women wearing 48-50 and those wearing 52+ clothe sizes showed similarity. In brief, while the first important problem of the subjects did not vary by the age variable, it did so by the clothe size variable.

Table 1: Important problems of large sized women regarding ready-to-wear

Important problems of large sized women regarding ready-to-wear								
Age	Order of importance	Measures do not match the body size (%)	Clothes sizes are not standard (%)	The quality of the fabric is not good (%)	The stitches are not good (%)	The models are not useful (%)	The prices are high (%)	There are few colour choices (%)
-30	1	39.5	20.9	4.7	2.3	20.9	11.6	-
	2	20.9	30.2	11.6	4.7	14.0	11.6	7.0
	3	9.3	16.3	4.7	-	27.9	32.6	9.3
31-39	1	50.5	13.4	7.2	7.2	10.3	11.3	-
	2	10.3	29.9	8.2	6.2	18.6	23.7	3.1
	3	8.2	10.3	14.4	3.1	27.8	32.0	4.1
40-49	1	55.2	16.7	5.2	3.1	9.4	10.4	-
	2	12.5	22.9	10.4	12.5	19.8	19.8	2.1
	3	10.4	7.3	9.4	3.1	20.8	42.7	6.3
50+	1	54.7	12.5	3.1	7.8	9.4	10.9	1.6
	2	9.4	18.8	15.6	15.6	17.2	21.9	1.6
	3	3.1	12.5	15.6	1.6	17.2	39.1	10.9
Clothe size								
44-46	1	4.6	14.4	7.2	8.8	13.6	14.4	-
	2	14.4	18.4	9.6	10.4	23.2	19.2	4.8
	3	10.4	11.2	16.8	2.4	19.2	29.6	10.4
48-50	1	57.0	13.2	5.3	3.5	12.3	8.8	-
	2	11.4	29.8	11.4	11.4	13.2	21.9	0.9
	3	6.1	9.6	6.1	3.5	28.1	41.2	5.3
52+	1	60.7	21.3	1.6	1.6	4.9	8.2	1.6
	2	9.8	31.1	13.1	6.6	16.4	19.7	3.3
	3	6.6	11.5	11.5	-	23.0	44.3	3.3

However, the second and the third problems did not vary by any of the 2 variables.

The problems of large sized women regarding the measures of ready-to-wear: The criteria regarding the problems of the measures of the ready-to-wear were listed as follows: Skirt length, trousers length, sleeve length and clothe size, hipline measure, shoulder measure and availability of the desired measures.

Whereas, 88.3% of the large sized women had a problem with the clothe sizes, 11.72% did not have any problems. It was determined that 91.2% of the women wearing sizes 48-50 and 95.1% of those wearing size 52 and above had problems with clothe sizes.

The problems related with the measures of clothes did not vary by the age variable but it did by the clothe size.

The most important problem of the large sized women regarding the ready-to-wear clothe measures was that the hipline measures did not fit. The basic body shape problem of Turkish women is that their hipline is large. The manufacturers do not take this fact into consideration and they use foreign standards, which may be the reason for the hipline measure problems. It was determined that this problem did not vary as per the age and clothe size variables.

About 23.5% of the women in the 31-39 age group, 26.5% of the 40-49 age group and 37.5% of the 50 + age group and 29.1% of the 44-46 sized, 26.0% of the 48-50 sized and 27.5% of the 52-and-above sized women reported that they experienced problems of not being able to find the desired sizes (Table 2).

The problems of large sized women regarding the models of ready-to-wear: About 86.3% of the large sized women have problems about the clothe cuttings. These involve the difficulties of getting dressed and undressed, clothes' not being stylish or fashionable, trousers with low-waist cut, changes in cuttings due to the need for alteration and not designing the models designed for smaller sizes for large sizes as well.

About 25.6% of the women in the 30 age group go through problems about low-waist cut trousers and the deterioration of the cut in cases of alteration. Similarly, the women in the 31-39 age group also stated that their major problem was trousers' being low-waist and their second and third most important problems were related to the deterioration of the cut when alteration is needed. For women of 50 and above, the first important problem was that the clothes were not stylish or elegant (26.4%) and that the trousers had low waist. The third most important problem of large-sized women was that clothes designed for smaller sizes were not designed for the large sized. Especially women who were 50 and above, by 30.2%, reported this as their third most important problem (Table 3).

Large sized women experience problems with low-waist cut trousers because they prioritize comfort before the concepts such as style and fashion. Their second most important problem is about alterations and this is because the embroidery especially at the ends of sleeves, skirts and trousers' of the clothes get spoiled and the cut characteristics are lost. The third problem, that

Table 2: The problems of large sized women regarding the measures of ready-to-wear

The problems of large sized women regarding the measures of ready-to-wear								
Age	Order of importance	Skirt length does not fit (%)	Trousers length does not fit (%)	Sleeve length does not fit (%)	Waist measure does not fit (%)	Hipline measure does not fit (%)	Shoulder measure does not fit (%)	Availability of the desired clothe size (%)
-30	1	12.2	19.5	2.4	12.2	34.1	7.3	9.8
	2	9.8	14.6	4.9	24.4	14.6	19.5	12.2
	3	2.4	14.6	4.9	17.1	29.3	4.9	24.4
31-39	1	14.1	21.2	5.9	10.6	28.2	4.7	15.3
	2	-	7.1	7.1	23.5	27.1	15.3	20.0
	3	4.7	7.1	7.1	21.2	16.5	17.6	23.5
40-49	1	12.0	16.9	6.0	16.9	25.3	8.4	14.5
	2	4.8	10.8	9.6	12.0	27.7	13.3	21.7
	3	3.6	12.0	9.6	18.1	15.7	12.0	26.5
50+	1	8.9	21.4	16.1	19.6	21.4	1.8	10.7
	2	12.5	12.5	14.3	21.4	17.9	14.3	7.1
	3	5.4	12.5	8.9	12.5	7.1	16.1	37.5
Clothe size								
44-46	1	10.7	21.4	8.7	18.4	19.4	6.8	13.6
	2	7.8	8.7	10.7	18.4	23.3	12.6	18.4
	3	2.9	9.7	7.8	14.6	18.4	12.6	29.1
48-50	1	13.5	20.2	5.8	8.7	33.7	4.8	13.5
	2	4.8	13.5	9.6	21.2	19.2	16.3	15.4
	3	3.8	13.5	6.7	18.3	16.3	15.4	26.0
52+	1	12.1	15.5	8.6	19.0	27.6	5.2	12.1
	2	3.4	8.6	5.2	19.0	31.0	17.2	15.5
	3	6.9	8.6	10.3	22.4	12.1	12.1	27.5

Table 3: The problems of large sized women regarding the cuttings of ready-to-wear

Age	Order of importance	Difficulty of getting dressed and undressed (%)	Not stylish/elegant (%)	Not fashionable (%)	Trousers are low-waist cut (%)	Changes in cuttings the need due to for alteration (%)	Not designing the models designed for small sizes for large sizes too (%)
-30	1	2.6	20.5	23.1	25.6	25.6	-
	2	5.1	15.4	15.4	17.9	23.1	23.1
	3	10.3	17.9	10.3	17.9	20.5	23.1
31-39	1	11.1	24.7	13.6	30.9	13.6	6.2
	2	3.7	13.6	12.3	28.4	34.6	7.4
	3	-	9.9	12.3	17.3	32.1	28.4
40-49	1	8.1	22.1	7.0	34.9	23.3	4.7
	2	3.5	9.3	12.8	29.1	34.9	10.5
	3	1.2	18.6	15.1	17.4	17.4	26.7
50+	1	3.8	26.4	9.4	26.4	24.5	9.4
	2	3.8	13.2	11.3	28.3	35.8	7.5
	3	1.9	9.4	11.3	24.5	17.0	30.2
Clothe size							
44-46	1	7.9	21.8	12.9	31.7	17.8	7.9
	2	3.0	12.9	13.9	22.8	34.7	12.9
	3	4.0	7.9	11.9	18.8	22.8	31.7
48-50	1	7.8	21.6	8.8	34.3	21.6	4.9
	2	2.9	13.7	10.8	28.4	35.3	8.8
	3	1.0	16.7	16.7	17.6	21.6	24.5
52+	1	5.4	30.4	16.1	21.4	25.0	1.8
	2	7.1	8.9	14.3	32.1	26.8	10.7
	3	1.8	19.6	7.1	21.4	23.2	25.0

clothes designed for smaller sizes are not designed for the large sized, may be because large sized women also want to wear clothes with more popular and various colours of designs like those designed for smaller sizes.

The problems of large sized women regarding the stitches of ready-to-wear: The problems about the stitches of ready-to-wear clothes were determined to be

the quick deterioration of buttons, stitches' coming off quickly, zippers' deteriorating quickly and skipped stitches.

It was determined that 67.4% of the large sized women had problems with the stitches of ready-to-wear while 32.6% did not. While, 34.5% of the women in the 30 age group and 37.1% in the 31-39 age group had problems with stitches' coming off quickly, 37.9% of the 40-49 age group and 48.9% of the 50 age group had problems with

quick deterioration of the buttons. In all age groups, the third most important problem was that the zippers deteriorated quickly. When the issue is considered from the clothe size aspect, the first most important problem was the deterioration of buttons in the 44-46 size group by 35.4%; the deterioration of stitches in the 48-50 size group by 39.7% and the deterioration of buttons in the 52 and above size group by 43.6% (Table 4).

The problems of large sized women regarding the fabrics of ready-to-wear: The important problems of large sized women regarding the fabrics of ready-to-wear were determined as follows: discomfort on the skin, the use of low quality synthetic fabrics that are difficult to take care, low quality lining material and scarcity of fabrics made of natural fibres on the market.

Total 66% of the large sized women participating in the research stated that they had problems with the fabrics of the ready-to-wear. Subjects with a size 52 and above experience more problems with the fabrics (78.7%). As for the age variable, women in the 40-49 age group go through problems most (67.0%).

The first important problem regarding fabrics is their causing discomfort on the skin by 37.9%. The second important problem was determined to be the use of fabrics that are difficult to take care of by 28.8%. In view of the clothe sizes, it was found that the second important problems of the subjects were the use of fabrics difficult

to take care of and the use of low quality synthetic fabrics, with the following rates: in the 48-50 size group by 30.4%, in the 48-50 size group by 27.2% and in the 52 and above size group by 29.2%. The third problem was the scarcity of fabrics woven out of natural fabrics on the market by 36.9%. In respect of the age variable, the third important problem was stated to be the scarcity of fabrics made of natural fibres by 33.3, 34.5, 43.8 and 31.0% in the 30-and-below, 31-39, 40-49 and 50-and-above age groups, respectively (Table 5).

The problems of large sized women regarding the purchasing of ready-to-wear: Total 67% of the women reported that they had problems with buying ready-to-wear. These problems are as follows: The shops are crowded; it is difficult to find large sizes, the attitude of shop assistants are disturbing, the changing rooms are narrow and they restrict comfortable movement, the sale staff uses words like fat or chubby when they describe the large size. This part of the research was conducted on 201 subjects.

The first important problem of large sized women was the difficulty of finding large size clothes on the market by 38.8%. According to, the age variable, 53.1, 33.8, 36.5 and 39.9% of the 30-and-below, 31-39, 40-49 and 50-and-above age groups, respectively, reported to have problems of reaching large sized clothes on the market. The second important problem regarding the purchasing of ready-to-wear was the disturbing attitude of the sales staff by 29.4%. With respect to the clothe size variable, it was determined that 32.9% of the 44-46 sized, 29.3% of the 48-50 sized and 23.4% of the 50-and-above sized women were disturbed by the attitudes of the sale staff. The third important problem, by 30.8%, was that the sale staff used words such as fat or chubby when describing the large size. This problem was experienced by 37.5% of the 30-and-below, 33.8% of the 31-39, 23.8% of the 40-49 and 31.7% of the 50-and-above age groups while the rates were 32.9, 33.3 and 23.4% in the 44-46, 48-50 and 52 and above size groups (Table 6).

The problems of large sized women regarding the colour of ready-to-wear: About 54.7% of the large sized women reported that they had problems with the colours of ready-to-wear and 45.3% stated that they did not. In terms of the age variable, the numbers for those who had problems with colours were as follows: 30-and-below by 67.4%, 31-39 by 57.7%, 40-49 by 53.1% and 50-and-above by 43.8%. It was determined that 48.8% of the 44-46, 58.8% of the 48-50 and 59.0% of the 52-and-above sized women had problems with the colours of ready-to-wear.

Table 4: The problems of large sized women regarding the stitches of ready-to-wear

Age	Order of importance	Buttons deteriorate quickly (%)	Stitches come off quickly (%)	Zippers deteriorate quickly (%)	Skipped stitches (%)
-30	1	27.6	34.5	31.0	6.9
	2	41.4	31.0	24.1	3.4
	3	20.7	31.0	34.5	13.8
31-39	1	29.0	37.1	33.9	-
	2	33.9	32.3	21.0	12.9
	3	25.8	27.4	29.0	17.7
40-49	1	37.9	24.1	34.5	3.4
	2	31.0	46.6	13.8	8.6
	3	20.7	24.1	39.7	15.5
50+	1	48.9	21.3	29.8	-
	2	19.1	53.2	17.0	10.6
	3	10.6	19.1	48.9	21.3
Clothe size					
44-46	1	35.4	31.6	30.4	2.5
	2	26.6	45.6	16.5	11.4
	3	21.5	20.3	44.3	13.9
48-50	1	33.3	24.4	39.7	2.6
	2	32.1	37.2	20.5	10.3
	3	24.4	30.8	30.8	14.1
52+	1	43.6	33.3	23.1	-
	2	35.9	41.0	17.9	5.1
	3	7.7	23.1	38.5	30.8

Table 5: The problems of large sized women regarding the fabrics of ready-to-wear

Age	Order of importance	Discomfort on the skin (%)	Use of low quality synthetic fabrics (%)	Use of fabrics difficult to take care of (%)	Use of low quality lining material (%)	Scarcity of fabrics made of natural fibres on the market (%)
-30	1	59.3	11.1	7.4	11.1	11.1
	2	3.7	37.0	29.6	18.5	11.1
	3	18.5	25.9	11.1	11.1	33.3
31-39	1	41.5	20.0	16.9	7.7	13.8
	2	27.7	23.1	26.2	10.8	12.3
	3	13.8	23.1	20.0	7.7	34.5
40-49	1	31.3	32.8	9.4	4.7	21.9
	2	32.8	20.3	28.1	15.6	3.1
	3	10.9	17.2	12.5	12.5	43.8
50+	1	28.6	21.4	14.3	11.9	23.8
	2	14.3	31.0	33.3	16.7	4.8
	3	21.4	16.7	11.9	16.7	31.0
Clothe size						
44-46	1	29.0	30.4	15.9	10.1	14.5
	2	18.8	23.2	30.4	18.8	8.7
	3	17.4	21.7	10.1	5.8	40.6
48-50	1	42.0	18.5	11.1	9.9	18.5
	2	24.7	25.9	27.2	14.8	7.4
	3	16.0	17.3	18.5	16.0	32.1
52+	1	43.8	20.8	10.4	2.1	22.9
	2	27.1	29.2	29.2	8.3	6.3
	3	10.4	22.9	14.6	12.5	39.6

Table 6: The problems of large sized women regarding the purchasing of ready-to-wear

Age	Order of importance	Shops' being crowded (%)	Difficulty of finding large clothes on the market (%)	The disturbing attitudes of shop assistants towards the large sized (%)	Narrow changing rooms that restrict movement (%)	Sale staff's using expressions such as fat or chubby (%)
-30	1	15.6	53.1	9.4	9.4	12.5
	2	25.0	18.8	18.8	21.9	15.6
	3	25.0	3.1	21.9	6.3	37.5
31-39	1	18.5	33.8	13.8	12.3	21.5
	2	16.9	26.2	27.7	15.4	13.8
	3	23.1	9.2	7.7	24.6	33.8
40-49	1	14.3	36.5	7.9	11.1	30.2
	2	22.2	19.0	33.3	17.5	7.9
	3	22.2	14.3	11.1	23.8	23.8
50+	1	17.1	39.9	9.8	9.8	24.4
	2	19.5	9.8	34.1	19.5	14.6
	3	12.2	14.6	12.2	19.5	31.7
Clothe size						
44-46	1	21.5	43.0	10.1	11.4	13.9
	2	26.6	16.5	32.9	13.9	10.1
	3	21.5	7.6	11.4	21.5	32.9
48-50	1	13.3	29.3	12.0	12.0	33.3
	2	13.3	25.3	29.3	20.0	10.7
	3	18.7	13.3	10.7	20.0	33.3
52+	1	12.8	46.8	8.5	8.5	23.4
	2	21.3	14.9	23.4	21.3	19.1
	3	23.7	12.8	14.9	19.1	23.4

CONCLUSION

Fast speed of urbanization and women's getting into the business life at an increasing rate have greatly increased the demand for ready-to-wear, particularly in large cities. Rapid social and economic developments have enabled more people to buy ready-to-wear clothes. Despite this, consumers have many problems related to ready-to-wear. For this reason, a comprehensive study was carried out to communicate the problems of large sized people to the firms in the ready-to-wear industry.

The results of this research, conducted to determine the ready-to-wear problems of large sized women, revealed that: 68.7% of the large sized women buy ready-made clothes, in order of importance, the problems of large sized women are that the sizes do not match the body and that the prices are too high, 51.3% of the large sized women have problems with the measures of the ready-to-wear, which can be listed in order of importance as trousers' having low-waist cuts, the deterioration of the cut as alterations are needed and models' designed for smaller sizes not being designed for larger sizes, 65.3% of

the large sized women have problems with the stitches of ready-to-wear, which are, in order of importance, the deterioration of buttons quickly, stitches' coming off quickly and zippers' deteriorating quickly, the problems regarding the fabrics are significant in terms of the clothe size and these problems are, in order of importance, discomfort on the skin, the use of fabrics difficult to take care of and the scarcity of fabrics made of natural fibres on the market and 67.8% of the large sized women have problems with the colour of the ready-to-wear clothes.

According to, the research results, the most important problems of women who wear large sized clothes in our country are that the clothe measures do not match the body size and that the sizes do not comply with standard body ratings. Body sizes in ready-to-wear vary for different individuals and from country to country. Ready-to-wear firms, on the other hand, work according to patterns they have developed themselves. This situation results in a loss of time, effort and material on the manufacturer's side while causing the consumer not to find clothes in the size they want. Therefore, ready-to-wear firms and designers should make an anthropometric measurement of large sized women, prepare patterns in compliance with such measurements and manufacture clothes accordingly. In doing so, high quality fabrics that do not cause discomfort on the skin, similar to those made for smaller sizes elegant and practical designs that are easy to get dressed and undressed, with desired colours and free of stitch problems should be considered. Furthermore, the educationists working in our department also have an important duty in this field. They should carry out more studies on the standard body sizes and

anthropometric measurements of large sized women and create a body catalogue system, as well as being in communication with the representatives of the sector to maximize the benefits of ready-to-wear.

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