

An Approach of Fitting Apparel on Line – The Application of Three-
Dimensional Anthropometry

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Abstract

The on-line retailers have grown significantly; however, fashion apparel lags because shoppers feel risky without trying clothing on for fit before buying. Using the photos showing models wearing different styles and colors of apparel is a good way of presentation apparel products, but the shoppers' body shapes might different from the models and customers still have to choose the right size of selected products among different size systems. The development of 3D anthropometry using 3D body scanning system is shaping a solution for shoppers to try apparel products on line. The 3D body scanning system is capable of catching human body surface forms into digital data within about 10 seconds, and the capabilities of the digital data has been explored continuously. This article introduced the technology of 3D anthropometry, then, advanced a conceptual model of how to fit apparel on line with the application of 3D anthropometry and finally discussed the possibility of its future developments.

Keyword : Electronic Commerce, On-line Retailer, Apparel, 3D Anthropometry, 3D Body Scan