

The New Development of Plus Size Women Body Sizing for Sportswear Appearance

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Abstract

In this globalization era, the overall look of women's plus size sportswear is one of the issues that is still being faced by plus size ladies today. The sportswear that is produced today makes the plus size women feel excluded from society as they could not fit the current trend due to the body image that they owned. Plus size women usually faced a problem in choosing the right sports attire due to their varying sizes and body shapes. Plus size consists of 7 types of body shapes that have different widths on each part of their body. This group of people constantly faced similar problems in finding the best sportswear that suits their size as the current sports garment in the market does not get high demand in producing plus size workout garments which is much costly compared to the normal sports attire. The research aim is to create plus-size sportswear and the design criteria that could fit the seven types of plus size body shape. On this basis, the innovation of plus size sportswear for plus size women will increase their self-confidence, and the essentials factors of the design will give maximum usage to them which will give a good look to their physical appearance.

Keywords - plus size women, body shape, physical appearance, sportswear

1. Introduction

Sportswear is a need for everyone who is into sports activities. Today, sports activity is one of the famous things that has been talked about. Sports activities always refer to a healthy lifestyle that is created to spread awareness on changing our unhealthy lifestyle to a better phase. The awareness is focusing on every generation with different ages, gender and types of body sizes. The plus-size women also are not lag in doing sports activities and having this healthy lifestyle.

As we know, plus size is formed in various types and shapes. To support awareness and to maintain the spirit of the plus size women, there are various way could be used. Based on the needs of the plus size women, a few factors need to figure out on the sportswear which it should access the functionality, fashionability and identity of the plus size women said by Greenleaf (2019).

By focusing on the main aspect such as the pattern of the size, function, fashion and price, this helps the plus size women in getting best sportswear that suits them without any hesitation. The pattern used in the sportswear for plus size women should be aligned with the standard sizes as most of the extra sizes having a problem with finding a good design.

On the bright side, this helps all of the plus size women in preventing from having low self- esteem, and this will be a point for them to keep their physical appearance in the best look. Physical appearance is one of the

most important matters taken by women in an urban area. By having a good physical appearance helps the plus size women to evoke their confidence. Women greatest interest in appearance is socially learned that it derives purely from the social promotion and marketing of a feminine image stated Barber (2016)

1. Literature Review

In our society, every individual has various body sizes. Among all the body sizes, plus size is one of them. Plus size is known for people that are curvy, heavy and flabby on a specific body part. Most of the plus-size were usually having a problem with obesity. Obesity is the main point that led to this type of body size. The obesity rates among adults and children progressively rising and the population of plus size are expected to increase from year to year (Staton, 2015). Plus size among adults was normally nominated by the women (NHMS, 2019). Plus-size adult women are one of the categories with a large number of people. This category of people used to have a problem in finding the best garment that could fit their body and having a lack of self-confidence towards their physical appearance (Kinley, 2010). Plus size women are usually started from large size and up to extra-large size in the measurement of their body. The pathetic truth is plus-sized bodies are headed in the opposite direction of actual plus-size women's bodies said by (Beck, 2014).

2.1 Definition of plus size

In the fashion industries, plus size is identified as sizes 18 and over, or sizes 1x-6x and extended size as 7x and up. Plus size clothing is proportioned specifically for people with a curvy body shape from the normal sizes. The terms of plus size are used in labelling the plus-size body shape and it is varying from country to country (Bazaki, 2019)

2.2 Definition of Sportswear

Sports is an element in maintaining life in a healthier and balanced way. Over the years, sportswear has been rising in trend. It is also used in daily activities that are not involving sports activities. Developments in technology have level up the expectations for sportswear. The users are not only expecting on design, durability and being fashionable, but also the demand of performance and the comfort of the sports gear state by (Ozlem, 2016)

2.3 Types of Plus Size Body Shapes

Plus size body shape consists of 7 types and all of the sizes are named based on the shape of what the body looks like. The 7 types of body shapes featuring a variety of sizes with the uniqueness of their look. Each of the types has a curvy body part that needs to be stylized to form a good physical appearance. The body shape of an individual will be seen much clearer when it comes to plus size. Most of the plus size women are easy to classify based on the appearance that they have. By having guidance on how to embrace the body shape of plus sizers, the plus size women should not be worried about how they look and they will be more confident. (Sullivan, 2019)

2.4 Performance characteristic of sportswear

In 2009, Yehia said that the performance of different sportswear products may require different characteristics depending on the number of factors such as sports type, level of the physical activities, professional or amateur sport, climate indoor or outdoor sports, the frequency, gender, age and other special function. Most sportswear is characterized by general performance features such as fit, colour, stretch and maintenance in terms of washing and drying. The key performance of sportswear characteristics can be divided into four major categories consists of durability, functionality, comfort and identity or recognition. (Mohgazy, 2019)

2. Methodology

In this research, quantitative method and experimental study have been chosen in conducting this study. A survey questionnaire is done to gather and analyze the information on the physical appearance of sportswear for plus size adult women. In this research, a few methods could be used to achieve a good result. Nevertheless, in this study, a survey and an observation have been applied to get the findings of the research. The total numbers of the respondent for the pilot survey are 64 persons and 20 persons for the experimental study. The researcher took 5 months to complete this study from March to July 2020.

The research is focusing only on women with plus size body shape in Malaysia with a BMI from 27.0 kg/m² and above as this category of women is having an issue finding a good sports garment that could fit their body well. This type of woman is also facing a problem where they need to wear men's workout gear when having sports activity and this led to the lack of confidence due to their unsatisfying physical appearance stated by Nittle, (2018). As the objectives of this research, a quantitative approach was applied to 100 women with different backgrounds in Malaysia. This research was carried out with 3 different types of plus size body shape based on the respondents in Malaysia. The reason is to figure out the problem faced by the plus size women in finding the best sports attire that suits their body in terms of function, comfort and fashionable that could help them to boost their confidence and stay energetic while doing sports activities.

3. Project Outcomes

In this research, the researcher has figured out the ways to classify the 7 types of body shapes into 3 categories based on 4 types of body measurement consist of shoulder, waist and hips. By categorizing the types of body shapes into 3 sizes, the standard sizing chart for Malaysian Plus Size Women could be reduced and could be enhanced for a better purpose such as it could be used in producing a plus-size garment with an accurate sizing measurement.

In order to find out the body shape types of the plus size women respondent, the measurement that has been taken on the first step will go through Mathematical equation of FFIT (Female Figure Identification Technique) software to define female body shapes stated by Kumari A and Anand N (2020).

After passes this method, the researcher could produce the design of sportswear for the plus size women suits the shapes of their body in order to form a good physical appearance. This helped the plus size women to embrace any kind of body shapes that they have and they still look good in their sports attire besides having a comfort sportswear and meet the needs for their fitness activity.

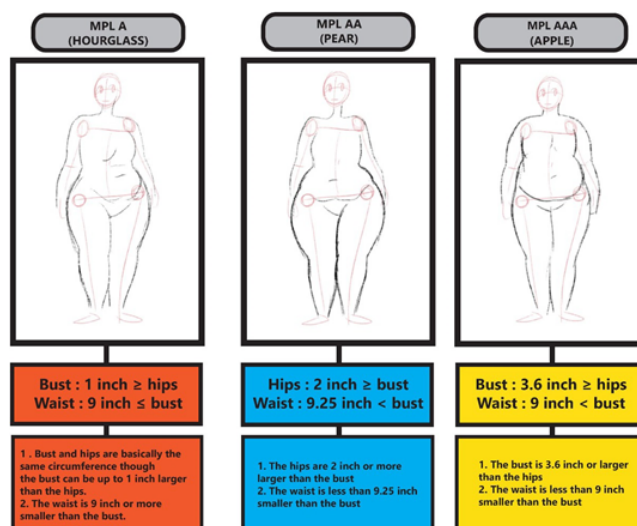


Figure 1. The method on classifying the 7 types of body shapes into 3 categories labeled as Malaysian Plus Size (MPL)

4. Conclusion

The sportswear that produces will fulfil the needs of the plus size women in terms of functionality, fashionability and identity in order to help this community to perform their life habits in living a healthy lifestyle. The product will give them satisfaction in their movement while doing sports, and besides that, it will form a good physical appearance for the plus size. This helps them to stay motivated in doing sports activities.

Despite that, this study also gives a benefit to the plus-size woman in an urban area who is trying their best to do sports activities towards a better lifestyle. This community also will not feel shame or in confidence for their size and shape as every woman have their right to stay pretty and feeling good with their appearance in sportswear.

The research will help many oversize women out there to get the best plus size sportswear for themselves and started to be energetic and perform well in their new habits. This issue also highlights that physical appearance always one of the most important things in everyone life. Best appearance helps us to stay positive and see good things in people. (Miligan, 2016)

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