



UJA THAKUR NARAIN  
CONTEMPORARY INDIAN WEAR

SCO # 5, Level 1, Sector 2, Panchkula 134112  
For Guidance, Please call/whatsapp at +91 99153 11155

## HOW TO MEASURE GUIDE

SHOULDER TO SHOULDER



### 1 SHOULDER

This is one that may be easier with the help of a friend. Measure across your upper back from the tip of one shoulder to the tip of the other. Try not to hunch over.

CHEST



### 2 CHEST

Measure all the way around your torso immediately above your bust.

BUST



### 3 BUST

Wearing your usual bra, with arms relaxed at your sides, measure your bust at the fullest point, keeping the tape parallel to the floor.

UNDER BUST



### 4 UNDER BUST

Measure all the way around your torso immediately beneath your bust.



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## HOW TO MEASURE GUIDE

WAIST



### 5 WAIST

Measure around the narrowest part of the natural waistline. To find your natural waistline, bend to one side. There will usually be a crease where you bend. Often it is just below your ribcage. That's your natural waistline. Don't worry since this may seem higher than where you actually wear your pants and jeans. But this is the point that is so important for a great fit. Try to keep the tape measure parallel to the floor as you measure all the way around your torso. That's your natural Waist Circumference.

HIP



### 6 HIP

Standing with heels together, measure around your body at the broadest part of your hips (approximately 8 inches below natural waistline). This will include the fullest part of your backside too and should be just about where your legs meets your torso.

UPPER ARM



### 7 UPPER ARM

Place the tape measure around the widest part of your upper arm, your bicep. Then bend your arm slightly at the elbow. We want to be able to bend your arm in that nature.

HIGH POINT TO SHOULDER TO BUST POINT



### 8 HPS TO BUST POINT/DART POINT

Start from where your shoulder meets your neck and measure down along the front of your body to the tip (apex) of the bust.



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## HOW TO MEASURE GUIDE

HIGH POINT TO SHOULDER TO WAIST



### 9 HPS TO WAIST/YOKE LENGTH

For best results, tie a ribbon (or string or skinny belt) at your natural waist (the narrowest part of the waistline) to mark it. Then start from where your shoulder meets your neck and measure down following along the curve of your front to the marker at your natural waist. It might be helpful to ask someone to help with this measurement!

NATURAL WAIST



### 10 NATURAL WAIST

Measure around the narrowest part of the natural waistline. To find your natural waistline, bend to one side. There will usually be a crease where you bend. Often it is just below your ribcage. That's your natural waistline. Don't worry since this may seem higher than where you actually wear your pants and jeans. But this is the point that is so important for a great fit. Try to keep the tape measure parallel to the floor as you measure all the way around your torso. That's your natural Waist Circumference.

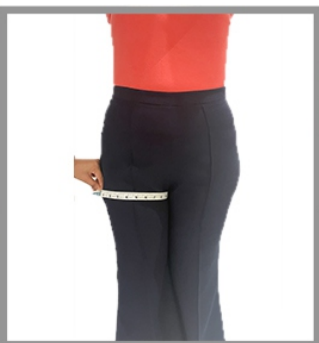
WEARING WAIST



### 11 WEARING WAIST

Measure all the way around your waist where you actually wear your pants.

THIGH



### 12 THIGH

Measure around the fullest part of one thigh. And yes, you get to choose which thigh.

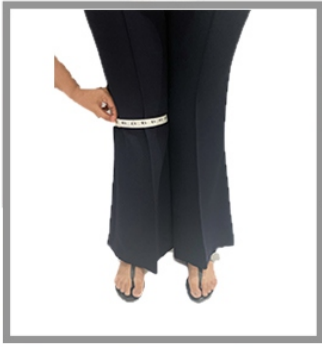


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## HOW TO MEASURE GUIDE

KNEE



### 13 KNEE

Measure around the fullest part of one calf.

OUTSEAM



### 14 OUTSEAM

This is essential for well fitting pants. Measure straight from the wearing waistline to the ankle.



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## MEASUREMENT FORM

| S.No. | Measurement (in inches) |
|-------|-------------------------|
| 1     | Shoulder                |
| 2     | Chest                   |
| 3     | Bust                    |
| 4     | Under Bust              |
| 5     | Waist                   |
| 6     | Hip                     |
| 7     | Upper Arm               |
| 8     | HPS to Bust             |
| 9     | HPS to Waist            |
| 10    | Natural Waist           |
| 11    | Wearing Waist           |
| 12    | Thigh                   |
| 13    | Knee                    |
| 14    | Outseam                 |