

LAUD PULSE™

DRESS THE FEELING

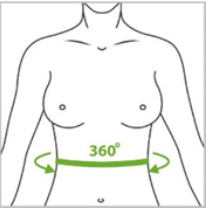
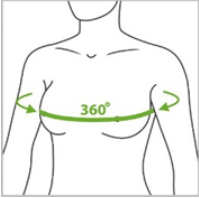
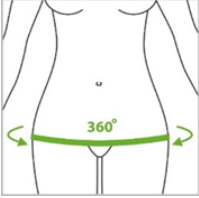
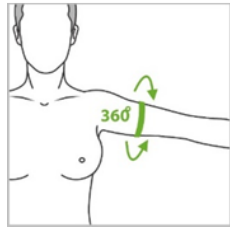
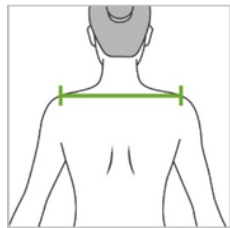
My Laud Pulse Fit Profile.

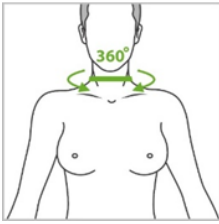
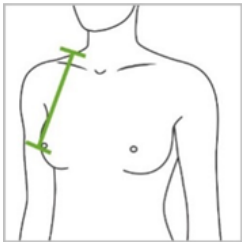
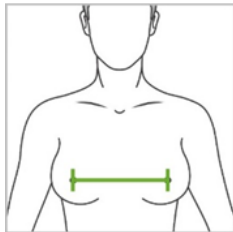
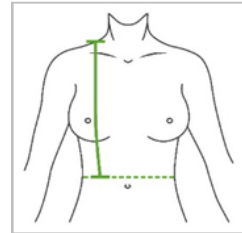
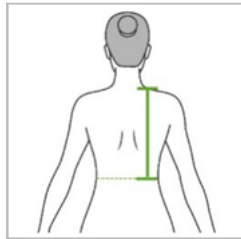
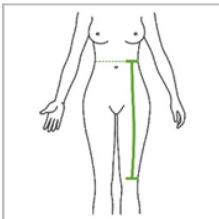
Invest 20 minutes to save HOURS of shopping frustration and money in clothing returns.

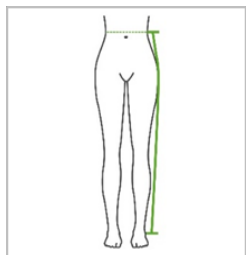
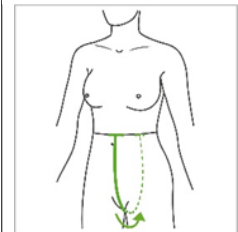
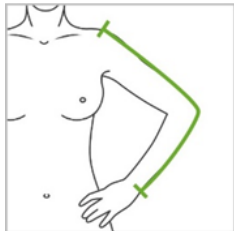

- You don't have to hire a professional, just ask a friend! But we always recommend a professional measuring session with a tailor or alterations specialist.
- Wear the shoes and undergarments you will wear with the garment you want made.
- For best results, put a ribbon or stretchy string around your waist to get the midpoint measurements. Then you are consistently using the same reference point.
- Not all measurements are required for all items, but the more complete and accurate measurements you can provide, the better the ability of your dressmakers to fit you perfectly. Use centimetres to measure yourself.
- When you're done, input your metrics securely at www.laudpulse.com and you're ready to shop!

FAQs

Don't my measurements change all the time?	Most don't, unless you have a drastic weight change. Still, it's a good idea to re-check your waist, hips and bust about every 6 months or before ordering a new item.
Should I add some "padding" on measurements?	<p>It depends on how you like your clothes to fit and which areas you're measuring.</p> <p>Use common sense and preference in thinking about the ultimate fit of the garment, such as sleeve length. You should not squeeze yourself when taking measurements or the clothing may be too tight.</p> <p>Dressmakers can usually add extra fabric in a garment seam if you request it, to allow you to expand it later if you need.</p> <p>Custom made clothing can last a lifetime, and knowing tips like this helps you get the most from your investment!</p>
My tailor measures things differently. Who's right?	<p>Tailors have their own preferences, and we respect that. However, we ask that you use our guides for Laud Pulse.</p> <p>It's the standard we ask all our designers and makers to use.</p>

MEASUREMENT	INSTRUCTIONS	REFERENCE PICTURE	WRITE YOUR MEASUREMENTS
WAIST	<p>Put arms down and bend at your elbows. Where your elbow points is your natural waist. It is generally the narrowest point on your torso.</p> <p>If you are round-shaped or have “rolls”, do not suck them in abnormally. Just be relaxed, you want this to be comfortable but not too loose.</p>		
BUST	<p>Take a 360° measurement at the widest point of your bust. Measure with your arms down rather than out to the side.</p> <p>Note: The nipples are not always the widest point of every woman’s bust.</p>		
HIPS, WIDEST POINT	<p>Measure approximately 20 cm below your waist, at the widest point of your hips (and generally encompassing your booty). Take a 360° measurement, with your feet together.</p>		
WIDEST POINT OF THE UPPER ARM	<p>Take a 360° measurement of the widest part of your upper arm.</p> <p>Flex or bend your arm if you want a looser fit. Otherwise, leave your arm outstretched.</p>		
SHOULDER TO SHOULDER - BACK	<p>Measure from one shoulder bone to the other across the back of your neck. If you have trouble figuring out where your shoulder tips are, find anything you own that fits you well and has both a collar and a sleeve and measure its shoulder length.</p>		

MEASUREMENT	INSTRUCTIONS	REFERENCE PICTURE	WRITE YOUR MEASUREMENTS
NECK	Take a 360° measurement at base of your neck.		
BUST DEPTH	Measure a straight vertical line from the top of your shoulder to the apex of your bust (may or may not be your nipple). Remember to wear or not wear a bra, depending on your general preferences.		
APEX TO APEX	Measure in between the two highest points of your bust (often from nipple to nipple- but not necessarily for all women or in the case of reconstructive surgery).		
FRONT, SHOULDER TO WAIST	Measure from the high point of your shoulder, over your bust, and to your waist.		
BACK, SHOULDER TO WAIST	Measure from the high point of your shoulder to your waist.		
FRONT, WAIST TO KNEE	Measure down from your natural waist to the top of your knee.		

MEASUREMENT	INSTRUCTIONS	REFERENCE PICTURE	WRITE YOUR MEASUREMENTS
OUTSEAM, WAIST TO ANKLE	Measure outside the body from your waist to your ankle.		
CROTCH	Tie a string around your natural waist. Measure from the center of the front of your waist under your crotch to the center of the back of your waist.		
SLEEVE LENGTH, BENT ARM (for suits and jackets)	<p>Measure from your shoulder bone to your wrist bone.</p> <p>Place your hand on your waist to form a 90° angle as you take this measurement.</p>		
WIDEST POINT OF CALF	<p>Take a 360° measurement of the widest part of your calf.</p> <p>This measurement is most important if you have very large or very skinny calves.</p>		
BACK, SPINE TO WAIST	Stand tall as you measure the back of your body from the top of your spine at the base of your neck to your waist.	