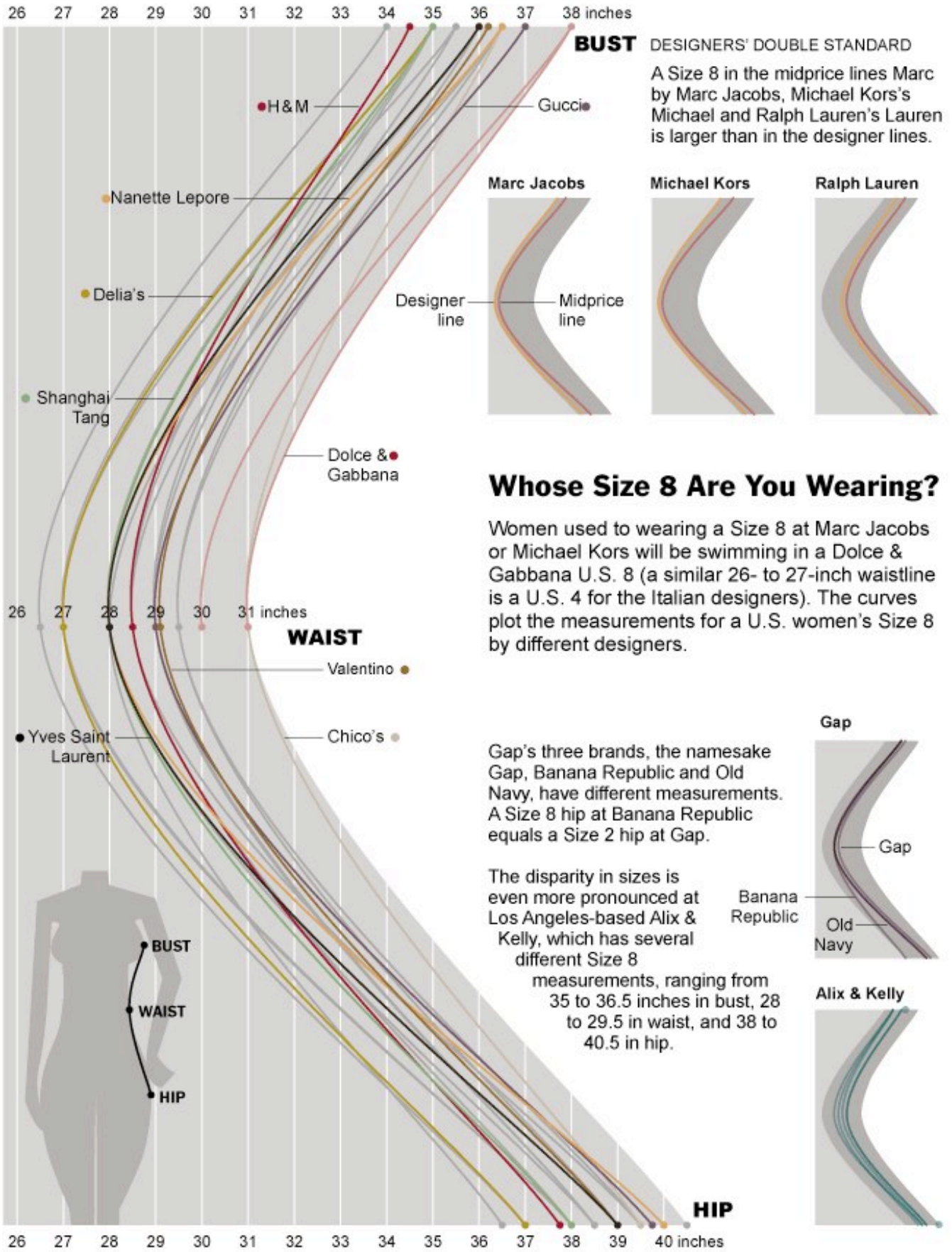
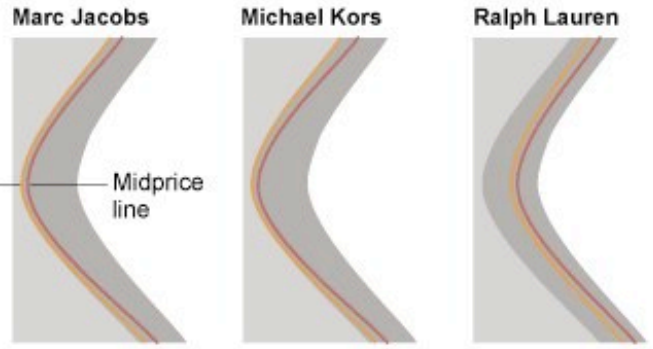


SIZE BY BRAND CHART



BUST DESIGNERS' DOUBLE STANDARD
 A Size 8 in the midprice lines Marc by Marc Jacobs, Michael Kors's Michael and Ralph Lauren's Lauren is larger than in the designer lines.

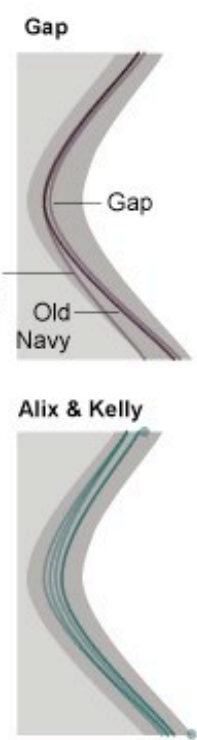


Whose Size 8 Are You Wearing?

Women used to wearing a Size 8 at Marc Jacobs or Michael Kors will be swimming in a Dolce & Gabbana U.S. 8 (a similar 26- to 27-inch waistline is a U.S. 4 for the Italian designers). The curves plot the measurements for a U.S. women's Size 8 by different designers.

Gap's three brands, the namesake Gap, Banana Republic and Old Navy, have different measurements. A Size 8 hip at Banana Republic equals a Size 2 hip at Gap.

The disparity in sizes is even more pronounced at Los Angeles-based Alix & Kelly, which has several different Size 8 measurements, ranging from 35 to 36.5 inches in bust, 28 to 29.5 in waist, and 38 to 40.5 in hip.



Sources: Retailers