

EXPLORATIVE DATA MINING FOR THE SIZING OF POPULATION GROUPS

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Abstract: In the apparel industry, an important challenge is to produce garments that fit various populations well. However, repeated studies of customers' levels of satisfaction indicate that this is often not the case. The following questions come to mind. What, then, are the typical body profiles of a population? Are there significant differences between populations, and if so, which body measurements need special care when e.g. designing garments for Italian females? Within a population, would it be possible to identify the measurements that are of importance for different sizes and genders? Furthermore, assume that we have access to an accurate anthropometric database. Would there be a way to guide the data mining process to discover only those body measurements that are of the most interest for apparel designers? This paper describes our results when addressing these questions. To this end, we explore a database, containing anthropometric measurements and 3-D body scans, of samples of the North American, Italian and Dutch populations. Our results show that we accurately discover the relevant subsets of body measurements, through the use of objective interestingness measures-based feature selection and feature extraction, for the various body sizes within each population and gender.

1 INTRODUCTION

Apparel manufacturers develop sizing systems with the goal of satisfying consumers' needs for apparel that fits. Sizing is the process used to establish a size chart of key body measurements for a range of apparel sizes. To produce garments that fit the population, it follows that the sizes must correspond to real grouping. However, this is often not the case, as indicated by the results obtained by Shofield and LaBat (Shofield and LaBat, 2005). Their study of forty size charts for women's clothing showed that the different sizes are defined using arbitrary constant intervals between sizes, all vertical measurements increase as the size increases and that the differences between the principal girths are constant for all sizes. Considering this situation, it is easily understandable that repeated studies of the degree of satisfaction with apparel show that consumers' needs are not being met. For example, a North American study found that about 50% of

women and 62% of men cannot find satisfactorily fitting clothes (DesMarteau, 2000). According to Ashdown et al. (Ashdown et al., 2007) two main issues have limited the ability of the apparel companies to produce garments with quality fit. First, there has been a lack of up-to-date anthropometric data to describe the civilian population. Second, there is a lack of information about the principal aspects to consider when designing garments for a variety of body sizes and shapes.

Recent work has, to some extent, addressed these concerns. Anthropometric surveys such as the CAESARTM project (Rob et al. 02), SizeUSA (SizeUSA, 2009) and SizeChina (SizeChina, 2009) have been carried out on civilian populations. The CAESARTM project (Robinette et al. 2002) includes several body measurements such as waist circumference, hip circumference, height, weight, etc. together with 3-D body scans of each participant. In SizeUSA (SizeUSA, 2009) subjects were scanned in 3-D, and the body measurements

were then extracted from the 3-D scans. Similarly, for SizeChina (SizeChina, 2009), the heads of a large number of individuals were scanned in 3-D. Some recent studies attempt to find the most important aspects to be taken into account when designing garments. Viktor et al. (Viktor et al., 2006) finds body size groupings in a sample of the North American male population. Veitch et al. (Veitch et al., 2007) aim to produce a well fitting bodice for Australian women. After selecting twelve out of fifty-four measures and applying Principal Component Analysis (PCA), they define thirty-six categories: twelve sizes and three body shapes within each size. Hsu et al. (Hsu et al., 2007) identify three body types and thirty-eight sizes for the female adult Taiwanese population by applying PCA on eleven anthropometric measures.

Although the abovementioned work attempt to address the problem of identifying the main aspects that should be consider for the design of garments, they only focus either on a specific body part, or on a gender. Moreover, they do not account for the economic factors of the data mining process. Importantly, they do not attempt to find the subset of body measurements with the highest utility within this domain. That is, they fall to focus on obtaining those measurements that would be of the most interest when designing apparel for different sizes within each population and gender. This paper addresses this need for finding the optimal set of body measurements using an interestingness measure-based methodology.

Our goals are as follows. We aim to understand the typical consumers' body profile by identifying the natural body size groups and their distinctive characteristics. Also, we attempt to find the most important body measurements that define each size, and study how these measurements interrelate. Importantly, we aim to reduce the cost of the mining process, and the subsequent cost of apparel design, by reducing the number of body measurements to be used. To this end, we employ interestingness measures to identify the minimal sets of body measurements that are relevant for the different sizes, within each population and gender. In this way, we obtain reduced body measurements of high utility, to be used to optimize apparel design.

The remaining of this paper is organized as follows. Section 2 introduces the CAESARTM anthropometric database, which contains subjects from North America, Italy and the Netherlands. Section 3 explains our methodology and results when characterizing the populations. In this section, we describe the cluster analysis of the anthropometric measurements. In Section 4, we

present the approach followed when reducing the number of body measurements, through the use of interestingness measure-based feature selection together with feature extraction. This section also discusses the results obtained for the various body sizes, within each gender and population. Furthermore, we show how we evaluate our results against current practice. Section 5 concludes the paper.

2 THE CAESARTM DATABASE

CAESARTM is an anthropometric database containing up-to-date information about European and North American civilian populations (Robinette et al. 2002). Anthropometric data refer to a collection of physical dimensions of a human body. This database includes traditional anthropometric measurements of a large number of individuals from North America, Italy and the Netherlands. The numbers of anthropometric measurements are forty-four (44) for the males, and forty-five (45) for the females, since recording the under bust circumference is not appropriate for the male subjects. These measurements include height, weight, acromial height, waist circumference, thigh circumference and foot length, amongst others, which were recorded by domain experts.

Additionally, the shape of each person was scanned in three dimensions using a full body scanner. That is, a laser scanning device measured and recorded detailed geometry of the subjects' body surface. The 3-D body scans were described using a global shape-based descriptor, which is an abstract and compact representation of the three-dimensional shape of the corresponding body. In essence, each scan is represented by a set of three histograms, which constitutes a 3-D shape index or descriptor for the human body (Paquet et al., 2000). This index characterizes the radial and angular distribution of the surface elements associated with a given body, and is designed to be orientation invariant and robust against pose variation. In our experiments, we use these 3-D scans to visually validate our anthropometric data mining results. To this end, we employ the Cleopatra system, which is able to navigate through, and retrieve similar, 3-D scans based on their 3-D shape (Paquet et al., 2000).

Since the goal of the CAESARTM project was to characterize the NATO countries, a stratified sampling strategy was followed to ensure all the groups of the population were equality represented. Thus the population was sampled considering the age, gender and race. However, in the sample of

North America and Italy the number of subjects in the minority groups is very small and therefore the sample cannot be considered as representative of the whole population belonging to these groups. Moreover, for the Italian population there is a substantial percentage of missing 3-D body scans. The best sampling was obtained in the Netherlands, where the number of subjects per strata is balanced and the number of subjects in the minority groups is well represented.

3 CHARACTERIZING THE POPULATIONS

As stated earlier, one of the most important challenges for the clothing industry is to produce garments with quality fit. Poor fitting garments may never be sold or customers may return them. In order to produce better fitting garments, accurate and up-to-date measurements need to be further analyzed in order to be able to better characterize the population (Ashdown et al., 2007). To address the aforementioned issue, we aim to find the natural body size groupings using the anthropometric measurements and the 3-D shapes as contained in the CAESARTM anthropometric database. From these groups we identify size *archetypes* and their most important characteristics.

All our experiments are implemented in WEKA, a collection of machine learning algorithms for data mining tasks (Witten and Frank, 2005). In this study we consider the American female population as well as the Italian and Dutch, male and female populations. (Interested readers are referred to (Viktor et al., 2006) for a discussion of the results obtained when analyzing the American male population.)

The data was first separated based on the gender of the subjects. The resulting sets consist of 256 American females, 413 Italian males, 388 Italian females, 567 Dutch males and 700 Dutch females.

3.1 Cluster Analysis

In order to identify the natural body size groupings, we first apply cluster analysis techniques to the anthropometric data. Cluster analysis is an unsupervised learning data mining technique used to partition a set of physical or abstract objects into subsets or clusters based on data similarity (Han and Kamber, 2006, Witten and Frank, 2005).

In the context of tailoring, the ideal scenario is to cover the greatest number of people with the fewest

number of sizes (Hsu et al., 2007). Therefore, we aim to find the minimum number of clusters that fully characterize the population. Since three clusters is the minimum number that makes sense from a tailoring point of view, i.e. *small*, *medium* and *large*, we start partitioning the data into three clusters. Then, by inspecting the cluster distribution we decide whether it is worthwhile to split the clusters, as described in (Witten and Frank, 2005). This process is repeated until the clusters appear well-defined.

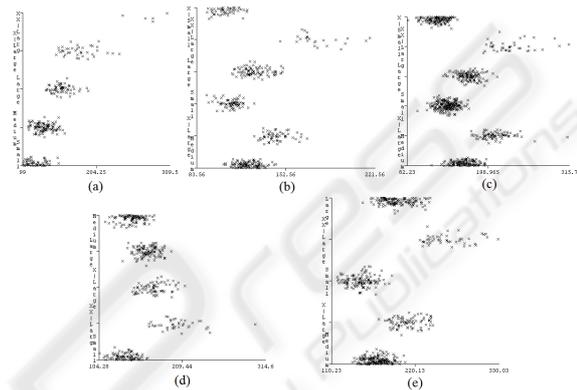


Figure 1: Cluster visualization for (a) American female population, (b) Italian female population, (c) Dutch female population, (d) Italian male population and (e) Dutch male population. The y axis represent the clusters, the x axis is the weight range.

For our cluster analysis experimentation, a number of clustering algorithms were considered. These included partitioning, hierarchical, density-based, model-based and grid-based approaches. By inspection of the cluster distribution and through the analysis of the results using Cleopatra system, we found that the American female population is best characterized with five clusters. This is also the case for the Italian and Dutch male populations, while the Italian and Dutch female populations are better characterized with six clusters. We also observed that the best partition for the American female population is achieved by the k-means algorithm, while the best partition for the Italian and Dutch both males and females is achieved using a *density-based* algorithm with k-means components. The clusters obtained with these algorithms are shown in Fig. 1, where it may be observed that the clusters are compact and well-defined.

We also visually validate the clusters produced by using the Cleopatra system (Paquet et al., 2000), as follows. The Cleopatra system enables us to retrieve the 3-D body scans associated with each subject in the CAESARTM database. Each cluster Centroid is used as a “seed”, and we proceed to find the n most similar bodies, in terms of 3-D shape,

from the database. Here, n is user defined. The similarity is measured using the Euclidian distance. We determine whether the n nearest bodies fall within the same anthropometric cluster. This extra step allows us to double-check that the anthropometric results also “make sense” for a 3-D shape point of view.

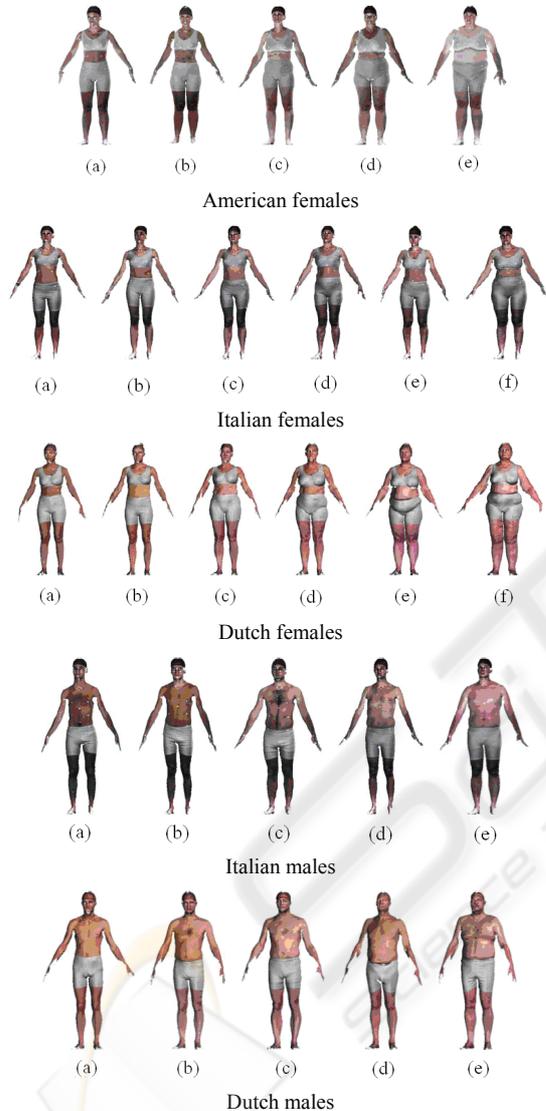


Figure 2: Cluster Centroids for the five populations ranging from smallest to largest Archetypes.

Figure 2 shows the 3-D body scans of the human subjects that correspond to these measurements, highlighting the difference in body types of the clusters.

We proceed by inspecting the body measurement of the Centroids of the various populations. We consider the mean (in cm), the standard deviation,

and the number of subjects in each cluster. By inspecting the body measurements of the Centroids, the cluster distribution, and through the analysis of the results using Cleopatra, we observe that the anthropometric clusters do, indeed, discriminate between the different body sizes.

3.2 Analysing the Populations

We next analyze the three populations of our study, and discuss some similarities and differences for both the male and female populations. In our analysis, we consider the Centroids or archetypes, since these are representatives of the other subjects that belong to the same cluster.

In the analysis of the male population we also consider the results for the American male population as presented in (Viktor et al., 2006). When considering the data, the next observations are worth mentioning. Even though, the three populations are described by five sizes, these are not comparable, per se, to one another. For example, if we consider the *Small* sizes for the Americans, Italians and the Dutch, we observe the Italians are considerably thinner, while both the Americans and Dutch tend to be more robust. It may be seen, also, that the tallest population is the Dutch, while the shortest population is the Italians. Moreover, in the three populations, the *XX-Large* subjects are shorter than the *X-Large* subjects. This is an important feature to consider when designing, for example, pants; the legs should have short lengths for the *XX-Large* size. Furthermore, if we examine the measurements and height of the American and Dutch archetypes of the corresponding sizes, we observe that the range of measurements are similar, but in general the Dutch are taller, making the Americans the most robust population.

Regarding the female population, interesting aspects are observed. Since the number of sizes for the Americans is five, while for the Italians and Dutch they are six, again we cannot compare them directly. However, we observed that the Italians are the thinnest and shortest population. We also observe that the Dutch *X-Small* subjects are more robust and taller than the American *Small*; the Dutch size *Small* individuals have wider chests and hips, and are taller than the American *Medium*. If we continue in this way, it follows that the Dutch *XX-Large* individuals are taller and more robust than the American *XX-Large*, but surprisingly, the American *XX-Large* subjects are taller and more robust than the Dutch *XX-Large*. Moreover, we notice some relationships among the different sizes of the three populations. For instance, we notice the body

Table 1: Measurement reduction results.

		Original	PCA	Info Gain	Gain Ratio	χ^2	Consist. SS	CFS Subset
American Female	PART	75.8%	79.3%(15)	82.0%(24)	77.3%(11)	80.9%(27)	82.4% (8)	79.7%(25)
	Ripper	76.6%	75.0% (10)	80.5% (19)	79.3% (19)	81.3% (12)	77.7% (13)	78.1% (25)
	C4.5	76.2%	78.1% (5)	80.1% (6)	78.5% (7)	80.1% (8)	83.6% (8)	77.7% (21)
American Male	PART	78.7%	76.8% (10)	82.6% (8)	81.2% (5)	82.6% (8)	83.1% (8)	80.0% (26)
	Ripper	79.2%	76.3% (11)	82.9% (6)	81.2% (8)	82.9% (15)	79.7% (8)	78.7% (26)
	C4.5	80.1%	74.6% (11)	83.8% (6)	81.9% (7)	83.1% (7)	84.5% (8)	79.5% (26)
Dutch Female	PART	81.1%	80.4% (19)	83.9% (12)	82.3% (13)	84.7% (7)	83.1% (7)	81.9% (35)
	Ripper	77.9%	77.3% (19)	83.4% (13)	82.9% (17)	82.7% (7)	81.3% (7)	81.9% (25)
	C4.5	77.4%	77.4% (19)	82.9% (13)	83.3% (11)	82.7% (7)	81.7% (7)	79.3% (25)
Dutch Male	PART	80.3%	82.9% (12)	82.7% (13)	82.2% (14)	81.1% (14)	80.3% (12)	81.3% (25)
	Ripper	80.6%	81.5% (7)	81.3% (9)	82.4% (14)	81.3% (13)	82.0% (8)	80.3% (25)
	C4.5	78.5%	82.0% (7)	81.8% (9)	82.2% (6)	80.6% (13)	80.4% (12)	80.3% (31)
Italian Female	PART	78.1%	78.4% (18)	83.8% (7)	83.3% (10)	81.7% (7)	81.2% (12)	80.2% (24)
	Ripper	75.8%	75.5% (7)	81.7% (7)	81.4% (7)	82.5% (8)	80.2% (8)	78.1% (31)
	C4.5	76.8%	76.8% (12)	81.7% (5)	81.7% (8)	83.0% (6)	79.1% (12)	79.9% (24)
Italian Male	PART	73.6%	80.9% (13)	82.1% (18)	82.1% (15)	81.1% (12)	79.7% (20)	78.7% (25)
	Ripper	74.3%	83.3% (13)	78.5% (15)	80.2% (10)	77.5% (14)	78.9% (20)	78.0% (25)
	C4.5	73.9%	81.4% (12)	77.0% (9)	78.2% (8)	76.3% (8)	75.8% (20)	76.3% (25)

measurements that correspond to the Dutch *Large*, American *X-Large* and Italian *XX-Large* sizes are very similar. Furthermore, the size *Small* of the Dutch is comparable to the *X-Large* size of the Italians. The Dutch seems to be larger than the Americans for the smaller sizes, but the American *XX-Large* resulted to be the tallest and most robust.

4 MEASUREMENT REDUCTION

Utility-based data mining accounts for the economic aspects that impact the mining process, and aims to maximize the utility of the process (Zadrozny et al., 2006). In the previous section, we used in our analysis the total number of body measurements.

Here, we aim to identify the measurements that require special attention when designing garments. Reducing the number of measurements aids to increase the learning process efficiency, enhances comprehensibility, and improves the learning performance (Han and Kamber, 2006). To this end, we perform two kinds of dimension reduction techniques, namely *feature selection* and *feature extraction*.

Interestingness measures are used in feature

selection to remove the attributes with little or no predictive information (Kim et al., 2003, Geng and Hamilton, 2006, McGarry, 2005). In our case study, this means that we use interestingness measures to identify the subset of the body measurements, which is of most importance when describing an Archetype. For feature selection we thus apply Information Gain, Gain Ratio, Chi Squared, the Consistency subset evaluator and the CFS subset evaluator. These are measures have been widely used in the context of feature selection and have been found to produce good results (Cunningham, 2007). For feature extraction we use Principal Component Analysis (PCA), a well-known feature extraction method.

4.1 Results Obtained

In order to perform feature selection and feature extraction, we first constructed a number of classifiers, where the clusters we discovered during the characterization phase acted as class labels. For our experimentation, we consider three different classifiers, namely *RIPPER*, *C4.5* and *PART*.

The results of applying PCA and feature selection on the anthropometric data for the

American, Italian and Dutch male and female populations are summarized in Table 1. Shown are the predictive accuracy and, in parenthesis, the number of attributes in the subset.

For the American male population we observe that the subsets produced by Information gain, Gain Ratio, Chi Squared and Consistency subset evaluator considerably improve the predicted accuracy with less body measurements. This is especially evident for the subset produced by the Consistency subset evaluator, where the accuracy is higher than 83%, when using PART and C4.5. This subset then contains the eight most important measures to define the body sizes for the male population.

When considering the American females, it may be seen that the subsets obtained using Information gain, Chi Squared and two subsets produced using the Consistency measure significantly improve the predicted accuracy. We also observe that the subsets produced using the Consistency subset evaluator contains, in average, a smaller number of body measurements than the subsets produced using Information gain and Chi Squared measures. Moreover, the accuracy is maximized using one of the subsets that contain only eight body measurements.

We then select this subset as containing the most significant body measurements to define the body sizes for the American females. The reduced sets of body measurements for the American population are shown in Table 2.

The reduced set of measurements indicate that, for the American males, the most important body measurements are the acromial height and knee height together with the length of the arm. Special attention should be paid to the knee and acromial heights when designing long or short pants, in order to thus take the position of the knee into consideration. Furthermore, the length of the arm is important when designing shirts that fit this population well. For the American females, the circumference under the bust and the buttock knee length become crucial when defining the body size. Hence, when designing clothes for the American females, the circumference under the bust should receive more attention than other measurements that are mainly used in garment design, such as the bust circumference. Moreover, the subscapular skinfold, a measurement of subcutaneous fat accumulation, is considered in the reduced set of body measurements for the American females. This confirms our previous results that the Americans are the most robust population.

We consider, next, the results of the Dutch population. For the Dutch males, PCA and all feature selection methods produce good results.

Table 2: Reduced Set of Anthropometric Body Measurements for the American Population.

Males	Females
Acromial Height Sitting	Arm Length (Shoulder-Wrist)
Arm Length (Shoulder-Wrist)	Arm Length (Shoulder-Elbow)
Arm Length (Spine-Wrist)	Bust Circumference under Bust
Hand Length	Buttock Knee Length
Knee Height Sitting	Stature
Stature	Subscapular Skinfold
Thumb Tip Reach	Thumb Tip Reach
Weight	Weight

Table 3: Reduced Set of Anthropometric Body Measurements for the Dutch Population.

Males	Females
Chest Girth at Scye	Arm Length (Spine-Wrist)
Hip Breadth Sitting	Bust Circumference
Stature	Chest Girth at Scye
Vertical Trunk Circum.	Stature
Waist Circumference	Thumb Tip Reach
Weight	Vertical Trunk Circumference
	Weight

We observe that, in general; the highest accuracy is achieved using the subsets produced by Gain Ratio and PCA. Although PCA produces accurate results, its application in a tailoring scenario presents additional challenges, because PCA do not produce a subset of the original attributes. Instead, PCA produces a linear combination of the original set of attributes, preventing the direct application of PCA results in the tailoring process. We therefore select the subset containing six attributes produced by Gain Ratio, because this produces the best trade-off between accuracy and the number of attributes. When analyzing the results for the Dutch females, the best results are obtained using Information Gain, Gain Ratio and Chi Squared. These three interestingness measures produced subsets that highly improve the accuracy. However, the number of attributes in the subsets generated by Information Gain and Gain Ratio is larger than the number of attributes in the subset produced by Chi Squared. We therefore select the subset with seven attributes produced by Chi Squared. The reduced sets of body measurements for both males and females are presented in Table 3.

For the Dutch males, the reduced set of measurements indicates that the most significant measurements are the waist circumference, the chest girth at scye and the vertical trunk circumference. When tailoring shirts, sweaters or jackets, for the male population, these measurements should be considered carefully to produce garments that fit this population properly. For the Dutch females, the most

important measurements are the bust circumference and, as in the case of the males, the chest girth at scye and the vertical trunk circumference. Therefore, when tailoring clothes for the Dutch females, the bust circumference requires special attention in order to design garments that fit the population better.

By inspecting Table 1 we observe that for the Italian males, PCA and Gain Ratio produce the best results. As mentioned previously, PCA presents additional challenges when applying directly in the garments design. We then select the subset generated by Gain Ratio that maximizes the accuracy. That is, the subset containing fifteen attributes.

Table 4: Reduced Set of Anthropometric Body Measurements for the Italian Population.

Males		Females
Arm Length (Shoulder-Wrist)	Hip Circ Max Height	Arm Length (Shoulder-Wrist)
Arm Length (Spine-Wrist)	Knee Height Sitting	Arm Length (Spine-Wrist)
Buttock Knee Length	Stature	Knee Height Sitting
Chest Circumference	Thumb Tip Reach	Stature
Chest Girth at Scye	Waist Circumference	Thumb Tip Reach
Crotch Height	Waist Height	Vertical Trunk Circumference
Hip Breadth Sitting	Weight	Weight
Hip Circumference		

For the Italian female population, we notice that the subsets produced by Information gain and Chi Squared significantly increase the accuracy. The highest accuracy is achieved using the subset generated by Information gain that contains seven attributes. We therefore select this subset of body measurements for the Italian female population. The reduced sets containing the most important body measurements for the Italian population are shown in Table 4. For the Italian females, the reduced set of measurements considers the vertical trunk circumference and the knee height, which are relevant when, for example, tailoring blouses, skirts or pants. The vertical trunk circumference is important when deciding what the length of a jacket or a blouse should be, in order to produce garments that are not too short or long for this population.

For the Italian males, the most important

measurements are the chest, waist and hip circumferences along with the crotch, waist and hip heights. The measurements, then, address both the height and girths. This indicates that not only the height, but also the chest, waist and hip circumferences should receive special attention when designing clothes for the Italian males. This, again, confirms our results that the main characteristics of the Italian population are related to height and girths. That is, the Italians are the shortest and thinnest population.

4.2 Considering Tailoring Practices

In this section, we contrast the results we obtained during our analysis against the techniques that are in use in the apparel industry. To this end, we consider the process used when tailoring a jacket for a female subject, as found in the literature (Aldrich, 2001, Schofield and LaBat, 2005, A Suit that Fits, 2009). When tailoring a jacket, a tailor is instructed to measure the bust and vertical circumference, the shoulder width, the arm length from the shoulder to the wrist, and the length of the centre back to the end of the jacket.

For illustrative purposes, we consider the results obtained from the Dutch anthropometric measurements. Recall, that our study has found that the most important anthropometric measurements for the Dutch female population is the chest girth at scye (i.e. the girth right underneath the arms), the arm length from the spine to the wrist (recorded when the arm is bent and the hand rests in the waist), the bust circumference, the stature, the thumb tip reach and the vertical trunk circumference. When comparing our results to current tailoring practices, we observe the following. The measurements as obtained by our system are more specific, in the sense that, for a better fit, the curve of the jacket sleeves are also taken into account. Similarly, for a better fit, it follows that also considering the under arm measurement will give a more comfortable fit than when simply considering the bust circumference. Interestingly, the thumb tip reach is of importance when designing the jacket sleeve length, to ensure, e.g. in protective clothing design when handling hazardous materials, that movement is not restricted when having to reach for an instrument. Recall that for the Dutch females, the *Medium*-sized individuals tend to be very tall with long arms. This observation is contrary to current tailoring practices, where the sizes are simply constructed by increasing the measurements by a constant value (Aldrich, 2001, Schofield and LaBat, 2005, A Suit that Fits, 2009). Our validation thus

confirms that our approach was able to correctly identify the subset of measurements that is of importance, which needs to be incorporated into current practices to streamline clothing design.

5 CONCLUSIONS

One of the biggest challenges for the apparel industry is to produce garments that fit the customers properly and are aesthetically pleasing. Better characterizations of our populations are thus needed. Furthermore, the different sizes must correspond to real body shapes, i.e. one or more archetypes should represent the individuals belonging to the same size accurately. In the context of tailoring, however, the optimal scenario is to cover the largest number of people with the fewest number of sizes. Here, it is preferred to have only one archetype, since each new size increases the complexity in the manufacturing.

Our approach satisfies the aforementioned requirements, since we were able to group the individuals into clusters with a well-defined Centroid. Our verification, when using the Cleopatra system, indicates that the cluster membership corresponds to the reality. Our results show that the number of body measurements may be significantly reduced by applying interestingness measure-based feature selection and feature extraction. Moreover, these new sets of reduced body measurements improve the predictive accuracy. These sets contain the most important body measurements for defining the body sizes, and may be used in garment design to identify those body measurements that require special attention, when tailoring clothes for a specific population and gender.

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