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FOR IMMEDIATE RELEASE

Hohenstein Launches Global Size Study and Invites Apparel Brands to Participate

Brands that join the study will receive sizing data summarized from participating consumers.

BOENNIGHEIM, Germany, May 19, 2026 – Hohenstein Apparel Fit Solutions is launching a Global Size Study, inviting apparel brands worldwide to participate at no cost. Brands that join will receive a summary report of sizing data collected from their own consumers – insights they can apply directly to fit decisions, grading and market-relevant size chart development. The digital-first methodology enables scalable global participation through mobile and in-store experiences, delivering continuous, structured insights brands can use immediately.

The study runs on a standalone app developed in collaboration with Sizekick, a Munich-based artificial intelligence sizing company. Participating brands invite their customers to download the app and build a fit profile. Brands are encouraged to offer an incentive to customers who complete one. Data collection will run summer through fall of 2026. Participating brands receive summary reporting following the close of data collection.

The study combines targeted body measurement insights with Hohenstein's network of more than 1,000 professional fit models, focusing on measurement points – bust, chest, waist, hip and height – that have the most direct effect on garment fit and grading.

"Fit remains one of the biggest challenges in our industry," said Simone Morlock, division head of Apparel Fit Solutions at Hohenstein. "Traditional size studies can take years before brands see anything actionable. This study is designed to deliver insights brands can use for more accurate fit, stronger consumer alignment, more effective grading and better market coverage."

"Over the past four years, Sizekick and Hohenstein have co-developed an AI-powered body measurement solution that enables the collection of accurate body data at scale, globally, using only a smartphone," said David Oldeen, co-founder and CEO of Sizekick. "The real opportunity now lies in making that data actionable. Together with Hohenstein Apparel Fit Solutions, this study bridges the gap between consumer insights and decades of proven fit expertise to turn data into confident decisions."

Interested brands and retailers can contact Hohenstein Apparel Fit Solutions at [Hohenstein.US/BodyData](https://www.hohenstein.us/bodydata).

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About Hohenstein

Hohenstein's Apparel Fit Solutions division combines decades of body data research with expertise in pattern engineering, fit analysis and sizing strategy – and through its

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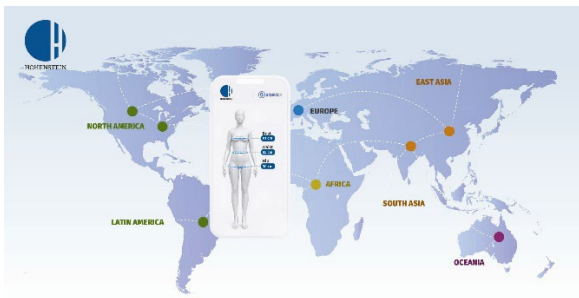
Digital Fitting Lab, integrates 3D technologies and digital fitting to help brands develop better-fitting apparel for global markets. Part of Hohenstein Laboratories, a family-owned company with more than 80 years of scientific expertise, the division draws on Hohenstein's full capabilities in independent testing, research and certification for textiles, medical devices and consumer products. Hohenstein is a founding member of OEKO-TEX®, a CPSC-accepted third-party laboratory for CPSIA compliance and GLP certified for medical device testing. [Hohenstein.US](https://www.hohenstein.us)

About Sizekick

Sizekick is a Munich-based AI-powered sizing intelligence company. Its smartphone-based platform enables fashion, sports and workwear brands and retailers to reduce size-related returns and improve conversion across e-commerce channels. The platform combines computer vision and deep learning with apparel expertise developed through its partnership with Hohenstein. sizekick.io

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Hohenstein's global size study collects body measurement data across regions worldwide, giving brands market-relevant sizing insights for global fit strategy.

Photo: Hohenstein



The Sizekick app captures key body measurements – bust, chest, waist, hip and height – using only a smartphone, enabling scalable participation through mobile and in-store experiences.

Photo: Hohenstein