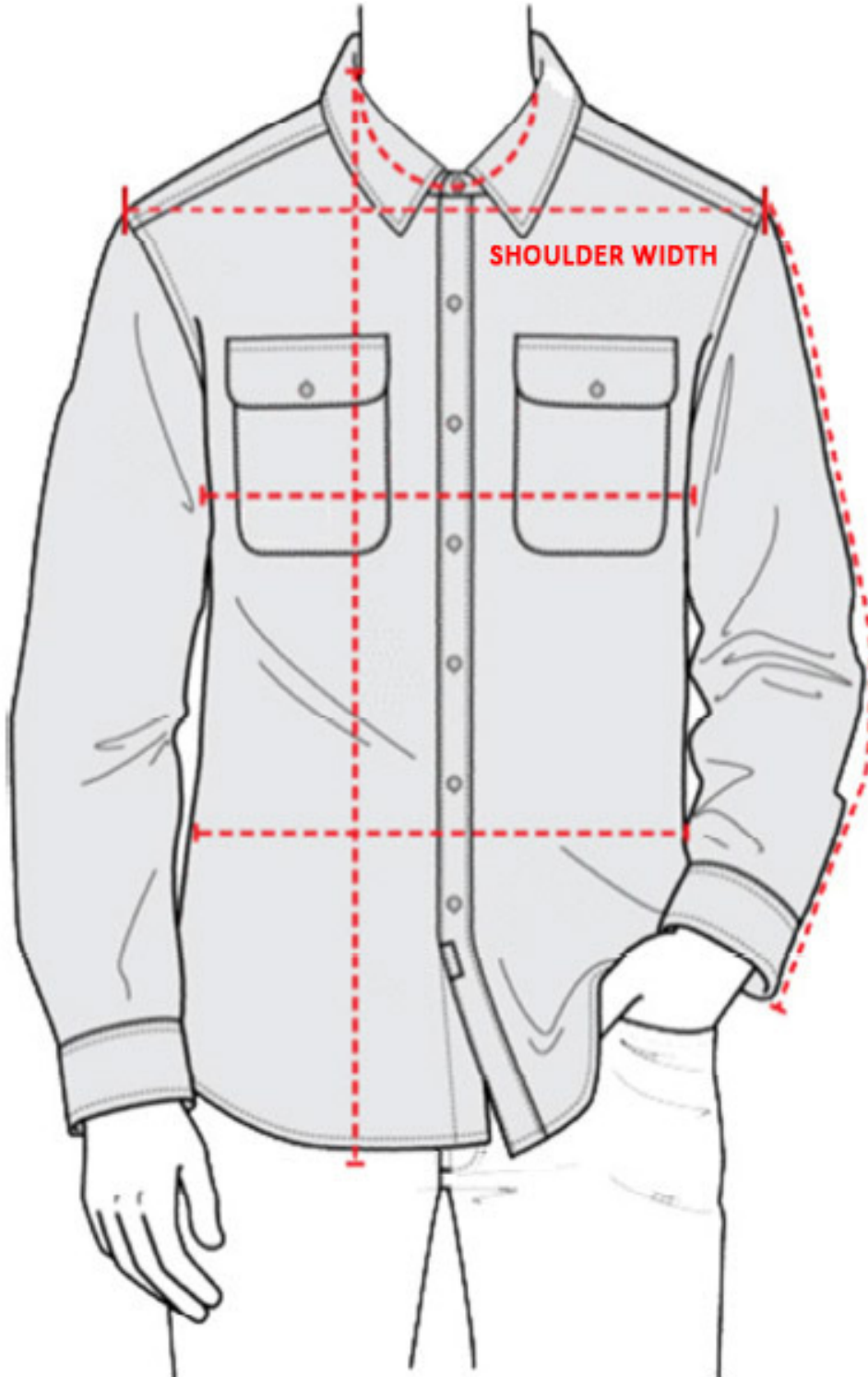


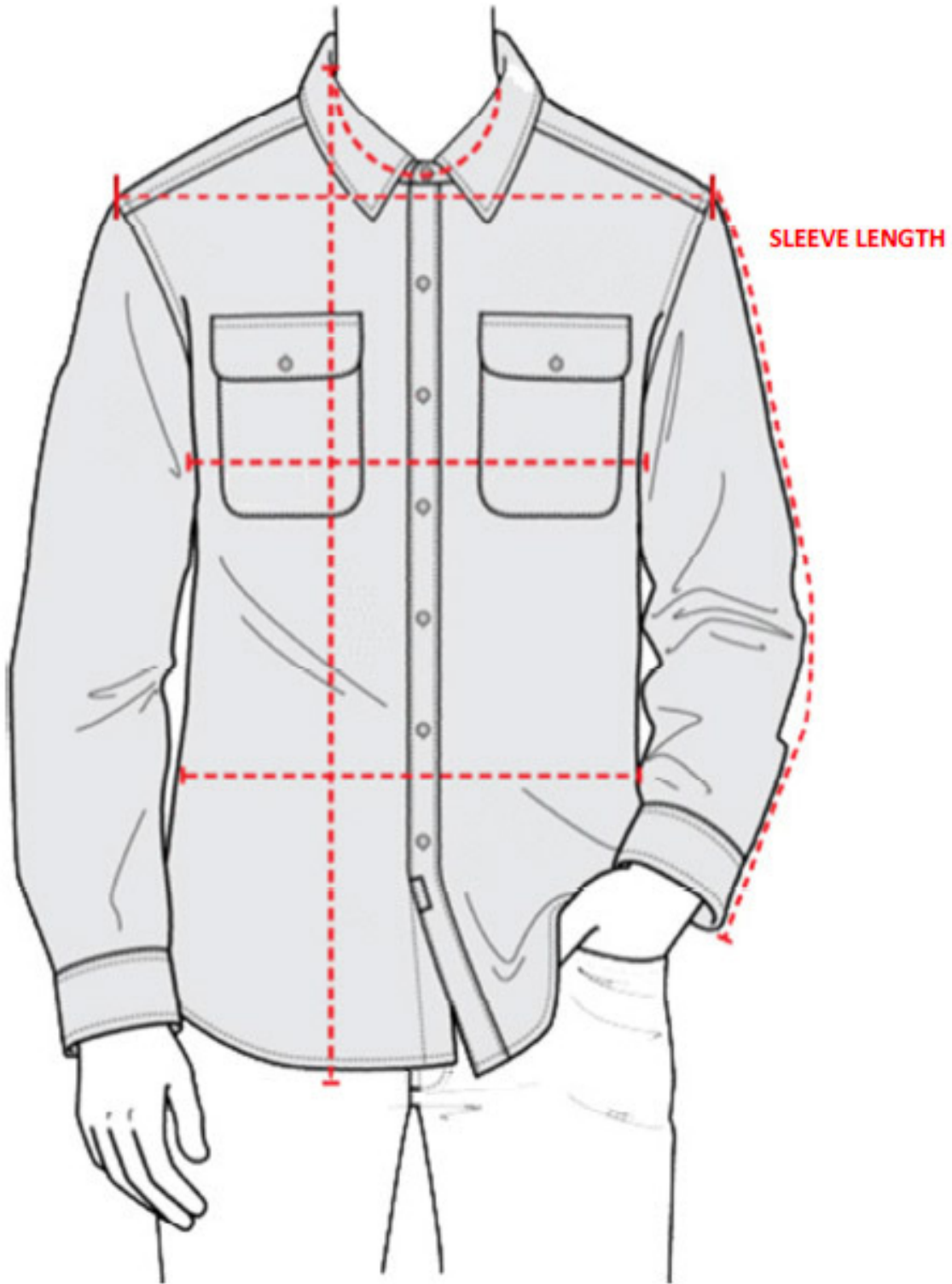
SHOULDER WIDTH

- Measure straight across the back from outer shoulder bone to outer shoulder bone.
- *MISTAKES NOTE: Do not use the seams of your current shirt as reference points; instead when looking for the CORRECT location on your shoulder, picture where your shoulder seam SHOULD be.*



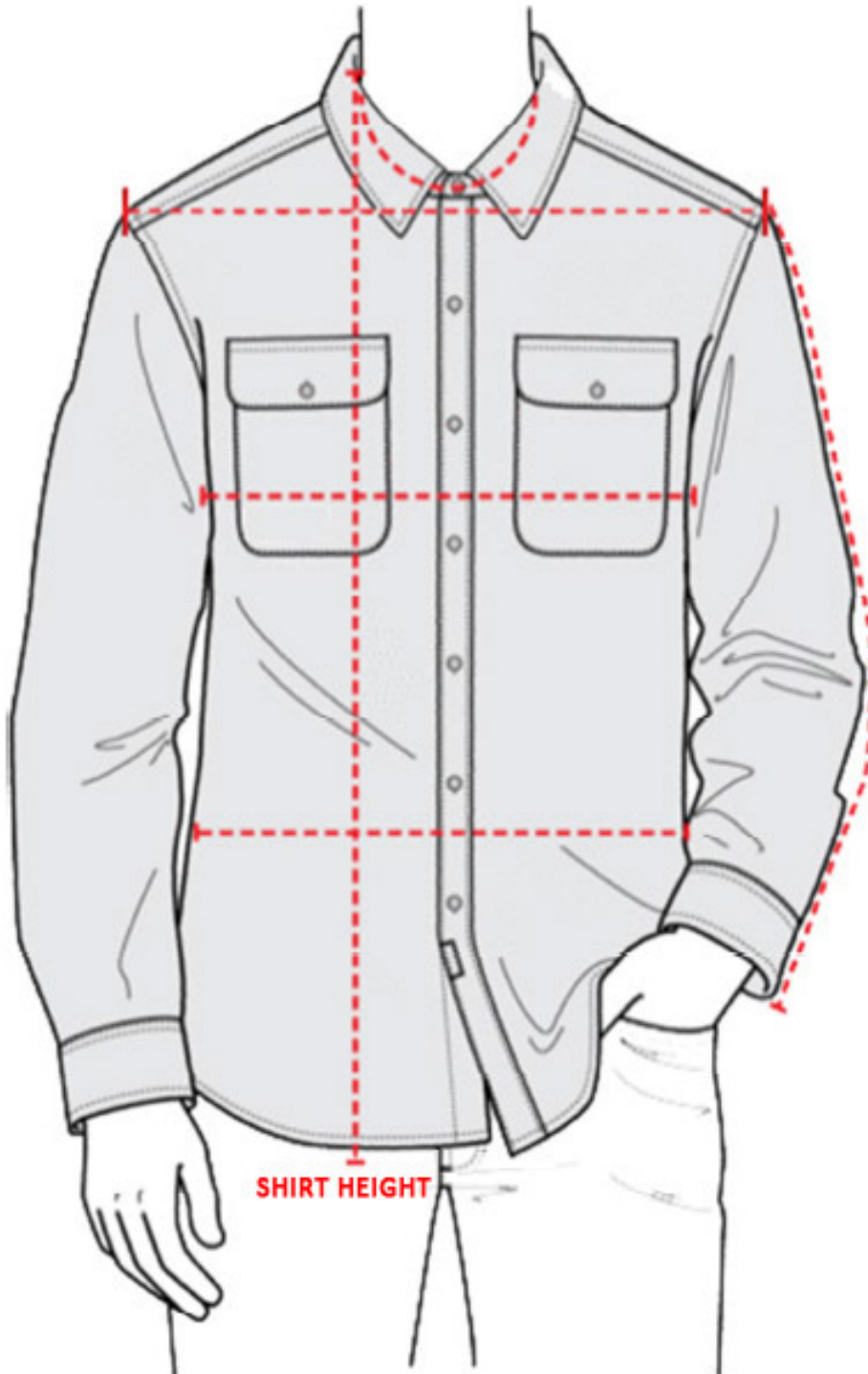
SLEEVE LENGTH

- Measure from just above outer shoulder bone to end of cuff with arm slightly bent.
- *MISTAKES NOTE: 99% of the sleeve measuring mistakes occurs with sleeves being measured too SHORT rather than too long.*



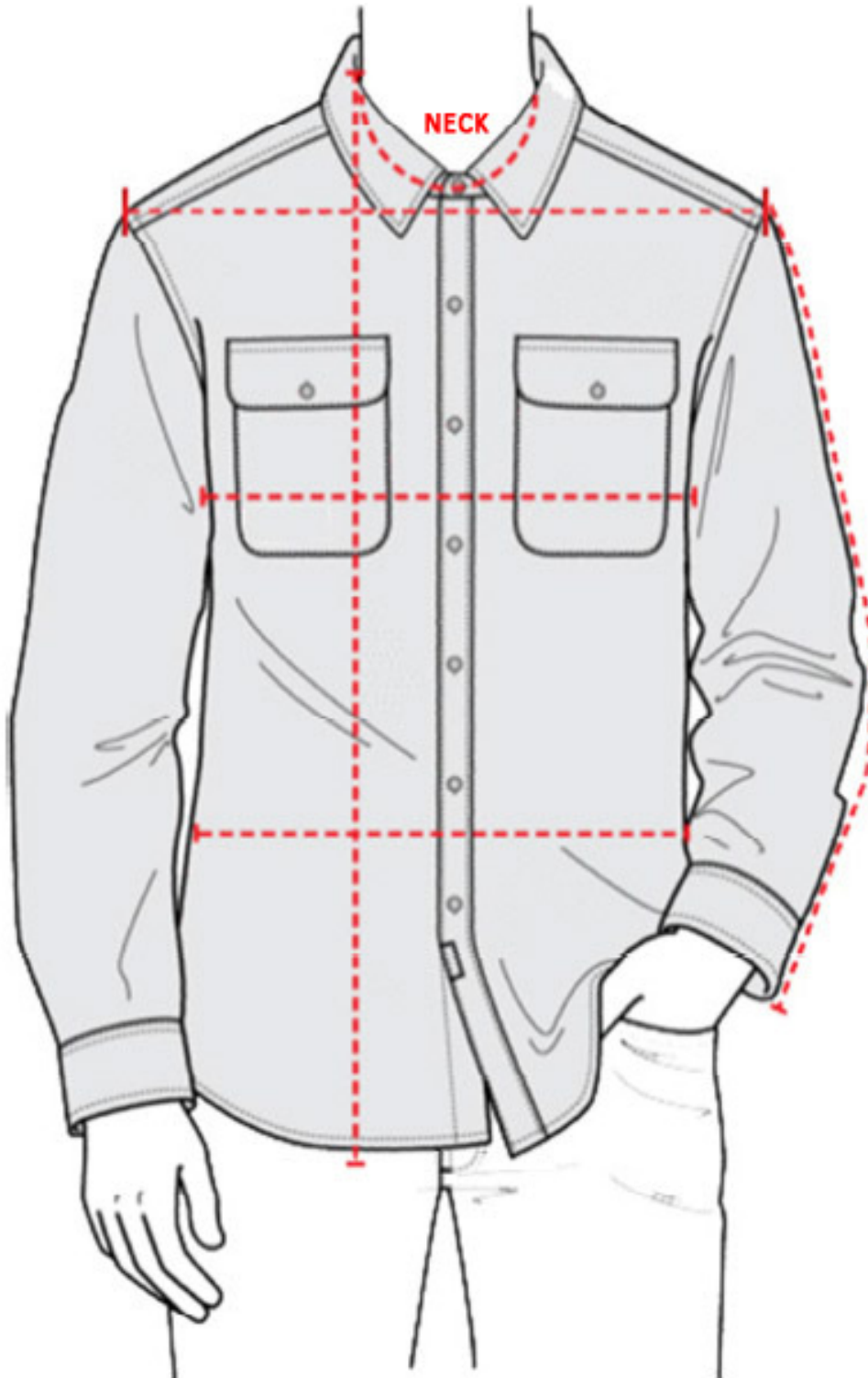
SHIRT HEIGHT

- Measure from the middle of your Adams Apple to most of the way down your zipper line.
- *MISTAKES NOTE: 99% of the shirt height measuring mistakes occurs with shirt height being measured too SHORT rather than too long.*
- *IF you have broad shoulders, big chest, and /or large stomach, measure to the bottom of the zipper line and add 1-2 inches.*



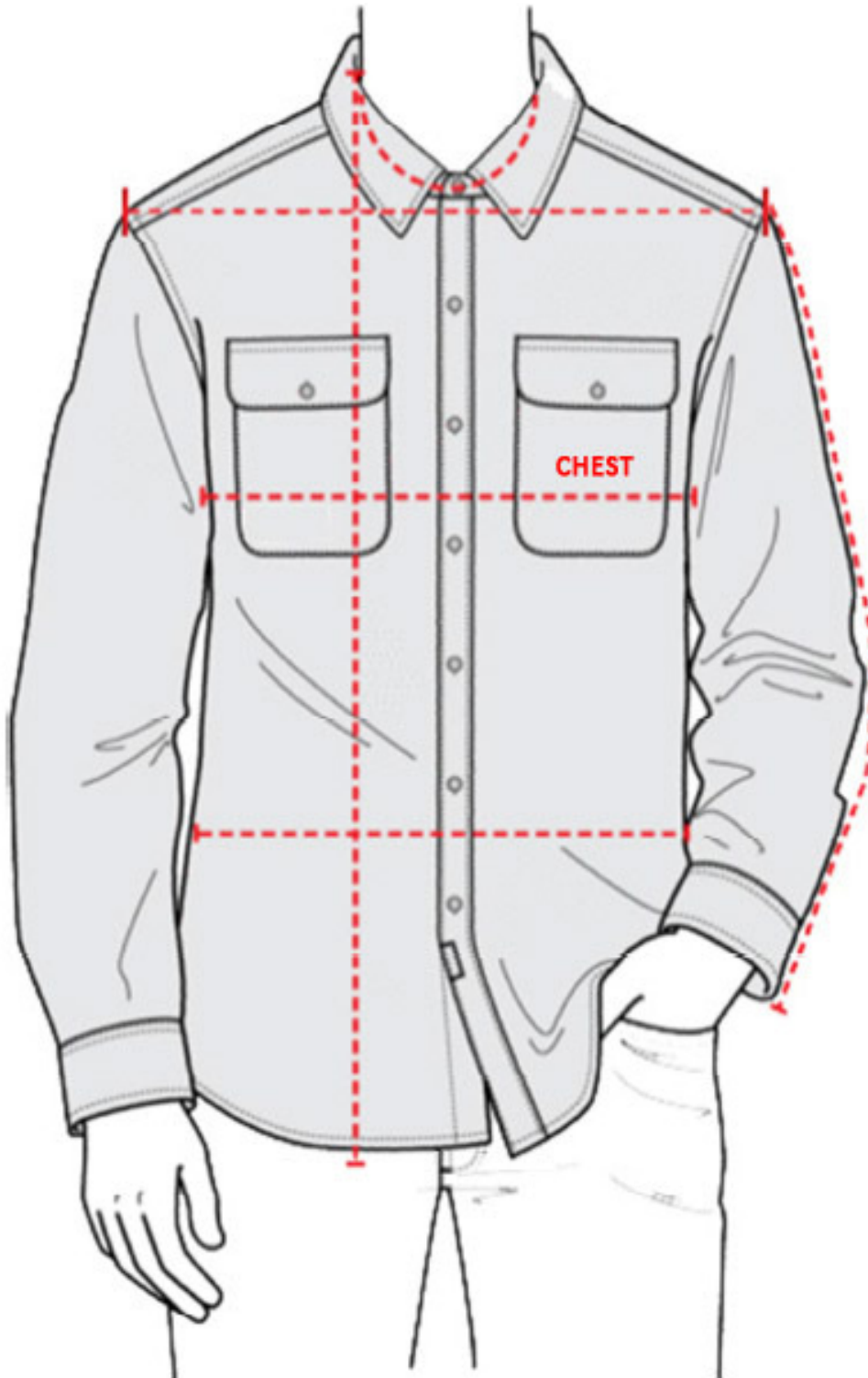
NECK CIRCUMFERENCE

- Holding the tape comfortably (not too tight), measure the full circumference of your neck at the Adams Apple.



CHEST CIRCUMFERENCE

- Holding the tape comfortably (not too tight), measure the full circumference of your chest from under the armpits.



STOMACH CIRCUMFERENCE

- Holding the tape comfortably (not too tight), measure the full circumference of your stomach at the belly button.

