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Contacts: Karen Davis  
(919) 380-2177  
[kdavis@tc2.com](mailto:kdavis@tc2.com)

Anneth Castro  
+52 (55) 5588 7822 ext. 138  
[acastro@cniv.org.mx](mailto:acastro@cniv.org.mx)

## **¿Qué Talla es México? A Sizing Study of the Population of Mexico**

**Mexico City and Cary, NC USA:** Cámara Nacional de la Industria de la Industria del Vestido (CNIV), the Mexican Apparel Industry Association, along with [TC]<sup>2</sup> is launching a sizing study of the Mexican population in early August.

Using [TC]<sup>2</sup>'s NX-16 3D body scanners, the study will target 16,000 individuals ages 18 to 65+ in four areas of the country – North, Central, Bajío (Guadalajara area), and the Southeast. Twelve cities are potential scan sites to attract a cross-section of the population. Each person will be scanned and will complete a demographic questionnaire that will address questions such as marital status, education levels, lifestyle definitions, and shopping preferences.

The survey has been reviewed with the Instituto Nacional de Estadística y Geografía (INEGI), which is the Mexican government office in charge of statistics concerning populations, census, agriculture, manufacturing and many other industries. The site locations and number of subjects has been determined through consultation with INEGI to result in a valid representation of the population. The project also has the support of the Economic Ministry of Mexico.

No similar study has been conducted in Mexico, and with the information that will be derived from the survey, brands and manufacturers will be able to design and produce apparel that will fit a broader segment of the population.

[TC]<sup>2</sup> is working closely with CNIV to plan and conduct the sizing survey. Sponsors and scan sites are currently being sought. For more information, contact [acastro@cniv.org.mx](mailto:acastro@cniv.org.mx).

CNIV has been in existence for over sixty-five years in Mexico. It operates throughout the territory to promote Mexican apparel. Its headquarters is located in Mexico City, and there are nine state delegations in Mexico.

[TC]<sup>2</sup> - *Turning Research Into Reality*. A recognized provider of solutions for the soft goods industry specializing in technology development and supply chain improvement. Visit [www.tc2.com](http://www.tc2.com) for additional company information.

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