

5. Conclusion

The study compared the shape of Brazilian women in the form of American women and Korean. For this, the criteria used in mathematical software FFIT and presented by Lee [1] and other authors were used. These criteria define seven body shapes, hourglass, spoon, bottom hourglass, top hourglass, inverted triangle, rectangle and triangle.

Brazil is a continental country and is divided into five regions, North, Northeast, Central-West, Southeast and South. Due to its vast territory and its long history since the discovery (it was a colony of several European countries), this study is only justified if it is done so regional, results showed that the large difference in body shape of the woman from the southern region in relation to women's fashion other regions were presented. In the case of southern women presented with defined waist and curvy bodies.

The sampling of the project SizeBR is non-stratified, which makes the quantitative older women had no statistical significance to represent the entire Brazilian population of more than 56 years.

Regarding the comparison between the Brazilian, American and Korean women has been shown that the body shape of the Brazilian woman and woman Korean are very close, highlighting the rectangular shape. About the women hourglass shape American are higher compared with Brazilian and Korean body shapes.

In the study it can be seen that the body shape of women varies between ethnicity and geographic location. This variation makes it virtually impossible for a worldwide standardization of clothes, so it must be developed in a timely manner, with standard body table to fit the characteristics of population.

The comparison between the bodies of women of different ethnicities and geographic location, allows purchase commercial proximity search and sales made between the distributions of countries whose bodies are similar. On the other hand, allows also avoid trade with countries that have no similarities with Brazilian body shape.

Future studies should investigate why 163 Brazilian women are classified in more than one body shape. Perhaps the creation of another body shape to suit this segment could solve this problem.

References

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