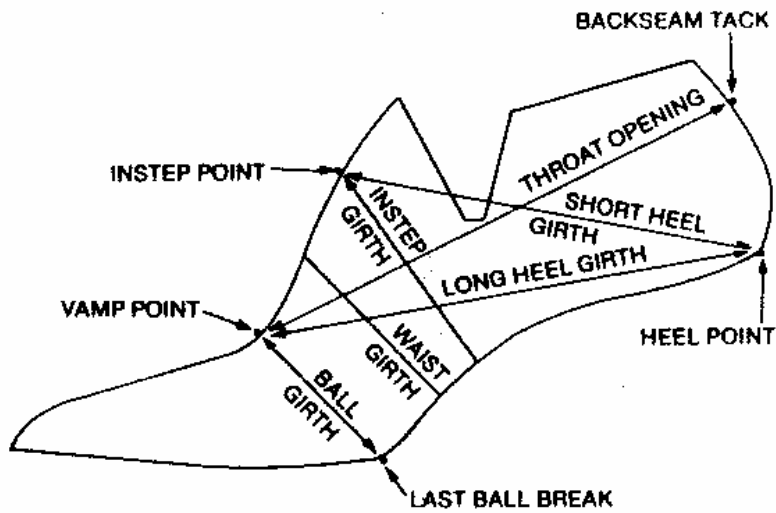


# BIG W

## Footwear Size Standard.



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## 1. Aim:

BIG W has a “Self-Serve” method of shopping; we strive to make selection for our customers as simple as possible. One way of achieving this is by having a sizing system which is consistent across all styles of footwear regardless of the vendor/style.

For example, if a customer is a size 7C in a ladies fashion shoe she should be able to select the same size in other areas of footwear, such as, a pair of slippers or a sport shoe etc. This is Big W’s aim in implementing a size standard as outlined here. We also wish to ensure our fittings are comfortable and true to provide a quality fit.

Effecting the huge variations in sizes across ranges of footwear is the fact that there are at least three different methods of footwear sizing used globally by vendors supplying Big W (i.e. American, European and UK fittings). Added to this, manufacturers all use a variety of fittings and lasts depending on widths, fashion etc.

To be able to offer our customers a consistent size fit thought-out the entire range of Footwear, BIG W requires all vendors to following this standard for all Size Specifications:

Big W understands that sometimes a last may have previously been developed and cannot be remade to our specifications; however it may be that the product can be ‘re-sized’ by marking up or down a size. For example: A vendor size 7 can be resized as a Big W size 6 etc if the fitting to bigger than the Big W standard. Alternatively it could also be possible to put a ‘fitting’ cone on the last, or, drop every third or fourth European last size etc to help suit the standard better.

## 2. Size and Fitting Procedure.

When samples are submitted at Initial sampling stage, vendors will be required to submit a **Footwear Sample Submission Specification Form.**

This submission form also includes a size specification which must be completed at this initial sample stage. The vendor must detail the measurements of each graded size within that styles size range.

For example, men’s shoes to be ranged in sizes 6 to 12 are therefore required to have the grading of the last for the entire size range to be completed in the Size Section. This is so QA can assess against the Big W standard.

When a style reaches the Pre production sample stage and is confirmed to being ordered, Fitting samples may required. The details of sizes and number of fitting samples required are listed below.

**Sizing standards to be used for Big W are outlined here:**

## 2.1 Size Categories

As various areas of the foot require a size standard, the various measurements will be listed by a size category (groups of sizes).

**Listed here are the size categories, divided into groups and their selected ‘fit and width’ references.**

Pre walker/ Baby	1-4
Children’s	2-10 UK ‘E’ Fitting
Youth Boys	11-5 UK ‘E’ Fitting
Girls/ Maids	11-5 UK ‘D’ Fitting
Ladies (fashion)	US ‘B’ Fitting 5-10
Ladies Wide ( comfort)	US ‘D’ Fitting 5-11
Men’s – standard ( fashion)	UK ‘E’ Fitting 6-12
Men’s – Comfort – wide / protective	UK ‘EEE’ Fitting 6-13

## 2.2 Size of samples for all submissions

Size of samples required for Initial, Preproduction and Production samples are:

MEN’S	SIZE 8
LADIES	SIZE 6
CHILD/YOUTHS	SIZE 13
TODDLERS	SIZE 6
PREWALKER	SIZE 3

**Quantity of Initial, Preproduction and Pre Shipping samples to be submitted are:**

INITIAL	½ pair
PRE PRODUCTION	2 pairs
PRE SHIPPING	1 pair
ADVERTISING	2 pairs

### Fitting samples

The Quality Specialist or buyer may also request Fitting samples, if so, please use the sample size guide listed below to submit one pair of each of the requested sizes.

PRE WALKER	AS ADVISED
CHILDREN’S	AS ADVISED
YOUTHS	AS ADVISED
LADIES	7 AND 8
MEN’S	9 AND 10

Advertising samples – if requested will be 1pair each of the following sizes.

**Sizes required for Advertising samples:**

MEN’S	SIZE 8 AND 11
LADIES	SIZE 6 AND 9
YOUTH /CHILD	SIZE – as advised by the buyer
PREWALKER/ TODDLERS	SIZE - as advised by the buyer

## 3. Grading Dimensions

This table shows the grading dimensions used for the Big W size standard.

DIMENSIONS	GRADE
INSOLE LENGTH	8.46mm
JOINT GIRTH Up to Child's Size 10 From Child's Size 11 and Up	4.76mm 6.35mm
UNDER ANKLE HEIGHT	Range from 1mm to 2mm
BACK HEIGHT	1/5 standard last length + 5mm (closed shoe length). Then adjust for inner sock thickness etc
TREAD WIDTH	1/3 joint girth + 7mm
TOE POST - thongs Lateral Longitude (measured from centre of heel)	1mm 5.5mm (18% off the insole length)

**Measurements to be referenced in the Size Standard table shown below are:**

### 3.1 Insole / Last Bottom Length Measurements.

Included in the table below are Big W's standard insole length measurements.

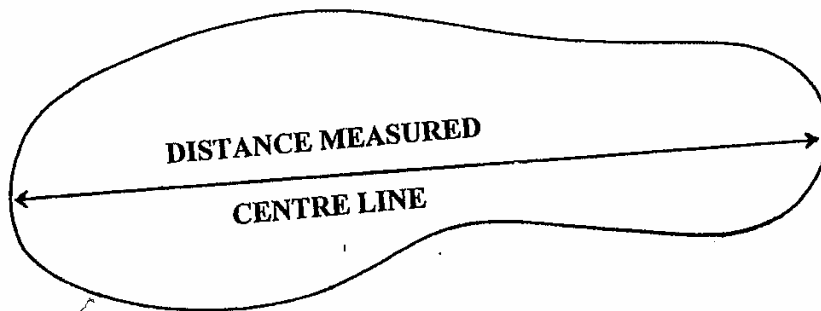
In each section a minimum and maximum length has been given. These minimums and maximums are NOT acceptable tolerances but rather, the length variances depending on the type of footwear the last/insole is used on.

Such as:

- For Conventional toe shapes and heel heights, the maximum length applies
- For fully open toed sandals with regular heel height and soft uppers (without or with soft toe puff and counters). E.g. ballet flats, Thongs etc, the Minimum length applies.
- For shoes with heel heights of 5cm or more, they fall between the minimum and maximum measurements.
- For shoes with partly opened toe sandals, they fall between the minimum and maximum measurements.
- Shoes with pointy or elongated toes MUST have extra length added onto the bottom length to compensate for the severity of the low taper.

Method of determining the length measurement is instructed below.  
Remember – this measurement is the LAST bottom/Insole length.

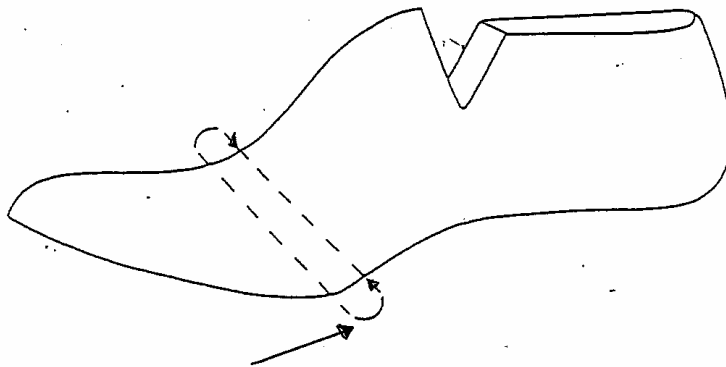
ALL MEASUREMENTS ARE IN MILLIMETRES  
Acceptable tolerance is +/- 2.00mm.



**Shown here:  
Insole/last  
bottom length  
measurement**

### 3.2 Girth Measurement

Girth measurement is the total circumference around the foot (or the last) at the joint.  
See Figure HERE.



### 3.3 Tread Width

Determining Tread width.  
Tread width is the width measurement of the floor surface of the outer sole only.

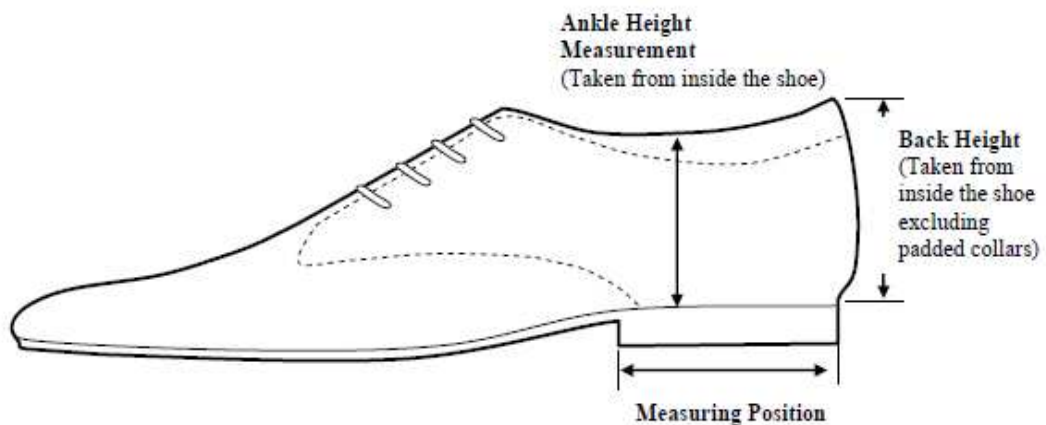
### 3.4 Back Height and Under Ankle Height Measurement.

The table lists the standard measurements Big W require for the back height and under ankle height.

The back height is measured on the inside of the back heel cup from the inner sock to the top of quarter back (it would not include any extra padded back collar & the measure would be made with any removable inner socks inserted in the shoe included up to 5mm only).

The acceptable tolerance is + /- 2.0mm.

Under ankle height measurement is taken on the OUTER SIDE back quarter of the shoe. Measured on the INSIDE, from inner sock to top of quarter back. The measure position is as listed in the table below. Please refer to the diagram here:



**Please note, the inner sock thickness is included (up to 5mm) to the back height and under ankle measurement**

### 3.5 Outsole length

- There are no standard measurements listed for outer sole length in this table as there are too many factors that affect the differences between insole lengths to outer sole length.
- Various construction techniques, the gauge of toe puffs, linings and outer material all effect what the differences may be and can vary as much as 2.5 to 5mm.
- Various extended sole finishes can also effect the variances as does fashion trends with various extended toe lengths.
- If wishing to assess the correct fitting of a product, the insole length should be used. This can be achieved on finished product by measuring the inner length of the product, or removing the innersole cover (if a full sock) and measuring. Another option is requesting patterns of the insole knife shape.
- The insole length measurement should be used if assessing fit on open toe /sandal styles as this will give a truer measurement.

## 4. Size Charts

ALL MEASUREMENTS ARE IN MILLIMETRES

Acceptable tolerance is +/- 2.00mm.

This table lists WOW standard for:

- JOINT GIRTH
- TREAD WIDTH
- INSOLE LENGTH
- BACK HEIGHT
- OUTER ANKLE HIGHT WITH MEASURING POSITION.
- All measurements are in millimetres

### 4.1 Pre-walkers & Children's - Fitting D

SIZE	Joint Girth	Tread Width	Insole length	Back height	Outer ankle height	Measuring position
0	123.5	48	92-102	26	15	22
1	128	50	100-110	27	17	23
2	133	51	108-119	29	19	24
3	138	53	117-127	30	21	25
4	143	55	125-136	32	22	27
5	148	56	133-144	34	24	29
6	152	58	142-152	36	25	30
7	157	60	150-161	37	27	32
8	162	61	159-169	39	29	33
9	167	63	167-178	41	30	32
10	171	64	175-186	42	32	37

### 4.2 Girls/Maids (Fashion) - Fitting C

Size	Girth	Tread width	Insole length	Back height	Outer ankle height	Measuring position
11	171	64	184-195	44	33	38
12	177	66	192-203	46	35	40
13	183	68	201-212	48	36	41
1	189	70	209-220	49	37	43
2	195	72	218-229	51	38	44
3	201	74	226-237	52	40	45
4	206	76	235-246	54	41	48
5	213	78	243-254	56	43	49

## 4.3 Girls/Maid & Boys/Youths (everyday) - Fitting D

Size	Girth	Tread width	Insole length	Back height	Outer ankle height	Measuring position
11	178	66	184-195	44	33	38
12	184	68	192-203	46	35	40
13	191	71	201-212	48	36	41
1	197	73	209-220	49	37	43
2	203	75	218-229	51	38	44
3	210	77	226-237	52	40	45
4	216	79	235-246	54	41	48
5	222	81	243-254	56	43	49

## 4.4 Women's (Fashion) – Fitting B

\* American last length = 1.5 -2 sizes longer in last length to UK & AUST size

Size	Girth	Tread width	Insole length	Back height	Outer ankle height	Measuring position
5B*	211	77	226-237	53	42	45
6B*	217	79	235-246	55	44	48
7B*	223	81	243-254	57	46	50
8B*	229	83	251-262	58	48	52
9B*	236	86	260-271	59	50	53
10B*	242	88	268-279	61	51	55
11B*	249	90	276-287	62		

## 4.5 Women's (wide fit) - Fitting D

Size	Girth	Tread width	Insole length	Back height	Outer ankle height	Measuring position
5D*	223	81	226-237	53	42	45
6D*	229	83	235-246	55	44	48
7D*	236	86	243-254	57	46	50
8D*	242	88	251-262	58	48	52
9D*	248	90	260-271	59	50	53
10D*	255	92	268-279	61	51	55
11D*	261	94	276-287	62	52	56

## 4.6 Men's - Standard- Fitting E

Size	Girth	Tread width	Insole length	Back height	Outer ankle height	Measuring position
6	229	84	256-262	58	44	51
7	235	86	262-272	59	46	52
8	241	88	268-279	61	48	54
9	248	90	277-288	62	49	56
10	254	92	285-296	64	51	57
11	260	94	294-305	66	52	59
12	266	96	302-313	68	54	61

## 4.7 Men's Wide & Protective footwear - 'EEE' UK fitting

Size	Girth	Tread width	Insole length	Back height	Outer ankle height	Measuring position
6	241	88	256-262	58	44	51
7	248	90	262-272	59	46	52
8	254	92	268-279	61	48	54
9	260	94	277-288	62	49	56
10	267	96	285-296	64	51	57
11	273	98	294-305	66	52	59
12	279	100	302-313	68	54	61
13	285	102	310-321	69	56	63

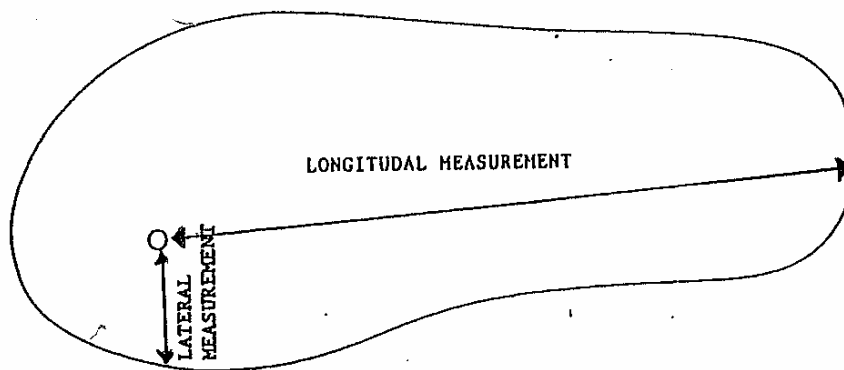
## 4.8 Thong Measurement.

- The position of the toe post is critical to the correct fit and comfort of thongs.
- The standard for Big W listed here shows both the lateral and longitudinal measurement which when used together find the required position for the toe post.
- There is no tolerant allowance for the lateral because the variance is so small.
- The tolerance for the longitudinal position is + /- 1.00mm only.
- When making your measurements, take the distance from the centre of the toe post (on the upper side of the base.) to the outside edge of sole.

### THONG POST POSITION TABLE

Thong measurements listed here are in millimetres. Sizes in UK fitting.

SIZE USA /Big W ladies	Lateral measurement 'inside joint' to centre of toe post	Longitude measurements from heel centre to centre of toe post	SOLE LENGTH (open toe sole length)
Women's 5	32	186	226
6	33	193	235
7	34	200	244
8	35	210	256
9	36	215	262
10	37	220	268
11	32	186	226



Please note: this standard does not take into consideration extended sole designs.

SIZE UK/ Big W FITTING	Lateral measurement 'inside joint' to centre of toe post	Longitude measurements from heel centre to centre of toe post	SOLE LENGTH (open toe sole length)
Childs 2	18	89	108
3	19	96	117
4	20	102	125
5	21	110	133
6	22	117	142
7	23	123	150
8	24	131	159
9	25	137	167
10	26	144	175
11	27	151	184
12	28	158	192
13	29	165	201
1 youths	30	171	209
2	31	179	218
3	32	186	226
4	33	193	235
5	34	200	244
6 men's	35	210	256
7	36	215	262
8	37	220	268
9	38	227	277
10	39	234	285
11	40	241	294
12	41	248	302

## 4.9 European Size Conversion.

Due to the variations in sizing from European sizing to The Big W UK/US fitting, please refer to the table below is a guide when converting product/lasts sized in European sizes to UK fittings.

<b>INFANTS &amp; CHILDREN'S</b>					
<b>GLOBAL CONVERSION CHART</b>					
<b>Approx. AGE</b>	<b>AUSTRALIA BIG W SIZE</b>	<b>US B Fitting</b>	<b>UK</b>	<b>EUROPE</b>	<b>Foot Length MM</b>
New born	0	1.5	0	15	92
New born	1	2.5	1	16-17	100
New born	2	3.5	2	18	108
4mth	3	4.5	3	19	114
6mths	3.5	5	3.5	20	118
8mths	4	5.5	4	20.5	122
10mths	4.5	6	4.5	21	126
1yr	5	6.5	5	21.5	130
1.5yr	5.5	7	5.5	22	134
2yr	6	7.5	6	23	139
2.5yr	6.5	8	6.5	23.5	143
3yr	7	8.5	7	24	147
3.5yr	7.5	9	7.5	25	151
4yr	8	9.5	8	25.5	156
4.5yr	8.5	10	8.5	26	160
5yr	9	10.5	9	26.5	164
5.5yr	9.5	11	9.5	27	168
6yr	10	11.5	10	28	172
6.5yr	10.5	12	10.5	28.5	176
7yr	11	12.5	11	29	181
7.5yr	11.5	13	11.5	30	185
8yr	12	13.5	12	30.5	189
8.5yr	12.5	1	12.5	31	193
9yr	13	1.5	13	31.5	198
9.5yr	13.5	2	13.5	32	202



<b>YOUTHS - "B" Fitting</b>				
<b>GLOBAL CONVERSION CHART</b>				
<b>AUSTRALIA - BIG W SIZE</b>	<b>US</b>	<b>UK</b>	<b>EUROPE</b>	<b>Foot Length MM</b>
1	2.5	1	33	199
1.5	3	1.5	33.5	203
2	3.5	2	34	208
2.5	4	2.5	35	212
3	4.5	3	35.5	216
3.5	5	3.5	36	220
4	5.5	4	37	225
4.5	6	4.5	37.5	229
5	6.5	5	38	233
5.5	7	5.5	38.5	237

<b>WOMEN</b>				
<b>GLOBAL CONVERSION CHART</b>				
<b>BIG W SIZE (B FITTING)</b>	<b>US (B FITTING)</b>	<b>UK/AUST</b>	<b>EUROPE</b>	<b>Foot Length MM</b>
4	4	2	34	207
4.5	4.5	2.5	34.5	212
5	5	3	35	216
5.5	5.5	3.5	36	220
6	6	4	37	225
6.5	6.5	4.5	37.5	229
7	7	5	38	233
7.5	7.5	5.5	38.5	237
8	8	6	39	241
8.5	8.5	6.5	40	245
9	9	7	40.5	250
9.5	9.5	7.5	41.5	254
10	10	8	42	258
11	11	8.5	42.5	266
12	12	9	43	274

Please note: Big W women's sizes are in US fittings which are 1.5-2 sizes greater than UK fittings.

<b>MEN - E fitting</b>				
<b>GLOBAL CONVERSION CHART</b>				
<b>AUSTRALIA BIG W SIZE</b>	<b>US</b>	<b>UK</b>	<b>EUROPE</b>	<b>Foot length MM</b>
6	7.5	6	39.5	242
6.5	8	6.5	40	246
7	8.5	7	40.5	250
7.5	9	7.5	41.5	254
8	9.5	8	42	258
8.5	10	8.5	42.5	262
9	10.5	9	43	267
9.5	11	9.5	44	271
10	11.5	10	44.5	275
10.5	12	10.5	45	279
11	12.5	11	45.5	284
11.5	13	11.5	46.5	288
12	13.5	12	47	292
12.5	14	12.5	47.5	296
13	14.5	13	48	300

#### 4.10 Linked sizing.

Linked or Duel sizing can be applied to some basic footwear such as, slippers, scuffs etc. Please refer to the charts below as a guide to Big W's preferred linked size groups. Please make to the larger size.

If you're grading and measurements do not correspond to this chart, please refer to the Quality Specialist.

#### CHILDREN'S

<b>NUMERIC SIZE</b>	<b>LINKED SIZE</b>
10-11	S
12-13	M
1-2	L
3-4	XL

#### LADIES

<b>NUMERIC SIZE</b>	<b>LINKED SIZE</b>
5-6	S
7-8	M
9-10	L

#### MEN'S

<b>NUMERIC SIZE</b>	<b>LINKED SIZE</b>
6-7	S
8-9	M
10-11	L
12-13	XL