

SELECT RESEARCH

OUR JOURNEY

1995

Select was founded by Richard Barnes; previously a director at Research International, part of one of the world's largest research and customer insight companies, Kantar.

September 1997

Select are commissioned by Next to undertake a womenswear sizing survey, one of the first in the world to be done using new 3D technology. Nearly 2000 women, 18 - 65, were measured to re-align clothes sizing for customers.

March 1998

Select are commissioned by M&S, the UK's largest clothing retailer, to undertake a womenswear sizing survey using 3D scanners. Over 2,500 women were measured and the project was chosen by M&S to form the basis of their first ever advertising campaign, which has become known as the 'Size 16 is normal' campaign.

October 1998

Select are commissioned by M&S to undertake a similar size survey on Menswear.

1999

Select are commissioned by M&S to do further surveys on Childrenswear and on Lingerie fit, the first ever surveys of their kind on such a scale using 3D technology.

January 2000

Select invents the concept of using Body Volume in 3D to measure body composition. This was the new idea of linking 3D body data to body composition data and, in particular, to divide the body into sections to measure weight and fat distribution. The concept of Body Volume Index (BVI) was copyrighted at this point.

August 2001



Select commence management of Size UK - The UK National Sizing Survey, funded by the UK Government and 17 UK retailers. This was the first national sizing survey in the world to use 3D technology for data collection.

June 2004 - Jan 2007



Development of BVI software commences.

March 2007



Media launch of research and development of BVI in London, covered by BBC, CNN, Sky News and other international networks. The launch announced a collaborative project to develop BVI over the coming years as a potential enhancement to the Body Mass Index (BMI).

October 2007



Europeans trademark granted.

July 2008



National Childrenswear sizing survey undertaken, the first ever using 3D tech. Over 2,500 children ages 4 - 17 measured; sponsored by 6 major UK retailers.

May 2002 - 2004



Initial development begins on BVI software and preliminary patent review.

February 2006



Patent applications filed for using Body Volume combinations in healthcare, wellness & fitness as an indication of risk.

August 2007



International worldwide patent published.

March 2008



Heartlands NHS Hospital undertake first trials of BVI on the ability of the software to motivate individuals to lose weight. [See more here.](#)



December 2008

The Medical Research Council (MRC) and Mayo Clinic commit to long-term contracts with Select to validate and develop BVI for the assessment of risk to health.



November 2009

Measurement of babies and toddlers for ShapeGB National Childrenswear Survey provides new data for sizing standards, the first data available since 1990.



November 2010

BVI is reviewed by the UK Government, who request Select to develop BVI as a low cost mobile application for the NHS.



October 2011

Initial development of 3D data capture using the Body Volume system is undertaken.



2014 & 2015

Technical research, validation and development of the Body Volume system continues.

April 2009

BVI trademark granted by US patent office.



March 2010

ShapeGB trade mannequins released for retail industry use, to standardise sizing for children.



January 2011

Prototype development of new mobile based BVI system commences.



November 2012

New iOS based application for the Body Volume technology, developed and tested by the MRC and Mayo Clinic.



January 2016

BVI undergoes trials in the NHS, supported by 7 Academic Health Science Networks (AHSN) across the UK.





March 2016

The Lycra Fit Finder, using Body Volume technology, is launched to 200 Lycra customers. [See more here.](#)



November 2017

European Union (EU) funding Horizon 2020 grant secured for BVI development and validation.



February 2018

BVI selected by PwC/Microsoft to join the 2018 Health Scale programme.



April 2018

BVI application was chosen from over 800 to be one of 15 in Plug & Play; the world's largest accelerator programme in Silicon Valley.



June 2018

Select, together with 6 national retailers, released the ShapeGB app to measure the body shape of the nation, using Body Volume technology. [See more here.](#)

May 2017



BVI Pro launched, the first app to measure body composition from a tablet or a smartphone. [See more here.](#)

December 2017



BVI gains the support of the World Health Organization (WHO) after presentations at conferences in Croatia and Austria.

March 2018



BVI presented at the Digital Health congress 2018 in London.

May 2018



The ShapeGB project is presented to members of the Association of Suppliers to the British Clothing Industry (ASBCI) annual retail conference.

June 2018



BVI presented at the Sino-US Health and Wellness Summit in Shanghai, China and at the Mayor's International Business Programme Trade Mission to China.

November 2018

At the Textile40 Conference, Select discussed the use of Body Volume to determine better clothes sizing and how it will improve manufacturing, production times and reduce returns for clothing retailers.

August 2019

China trademark for BVI granted, patent published for BVI number and retail patent published.

March 2020

UK Trademark granted for 'Body Volume Index'.

August 2020

Research paper on BVI/DEXA validation accepted for publication.

April 2022

Mayo Clinic publish an interim paper comparing BVI to BMI as a predictor of the metabolic syndrome and conclude that BVI is 19% better than BMI at predicting risk. [See more here.](#)

January 2019

The myBVI app is released for self-measurement of patients at home.

January 2020

R&D project to apply BVI for insurance risk and underwriting commences.

June 2020

Initial WHO supported trials of BVI in Malawi, India and Zimbabwe completed, with further trials planned until 2023.

April 2021

Development of BVI API commences to integrate algorithms into a platform solution.



September 2022

Select receive funding from Innovate UK to assist deployment of BVI into the NHS.

November 2022



The BVI API and documentation are released on the www.bodyvolume.com website.