

A stylized, light blue silhouette of a tall man with a smiling face, positioned on the left side of the page. The man's head is at the top left, and his body extends down to the bottom left. The background is a solid blue color.

A TALL STORY

By High and Mighty

MEN'S FINDINGS REPORT PART ONE OF TWO

NATIONWIDE 'TALL' SURVEY MAY 2013

High and Mighty

High and Mighty is the UK's number one retailer for big and tall menswear, and the retailer has over 50 years experience in delivering fashion that caters for men who are of above average stature.

High and Mighty is also a destination for designer brands including Tommy Hilfiger, Polo Ralph Lauren, Original Penguin and Lacoste, as well as a host of luxury apparel, accessories and suits.

 HighAndMightyMenswear

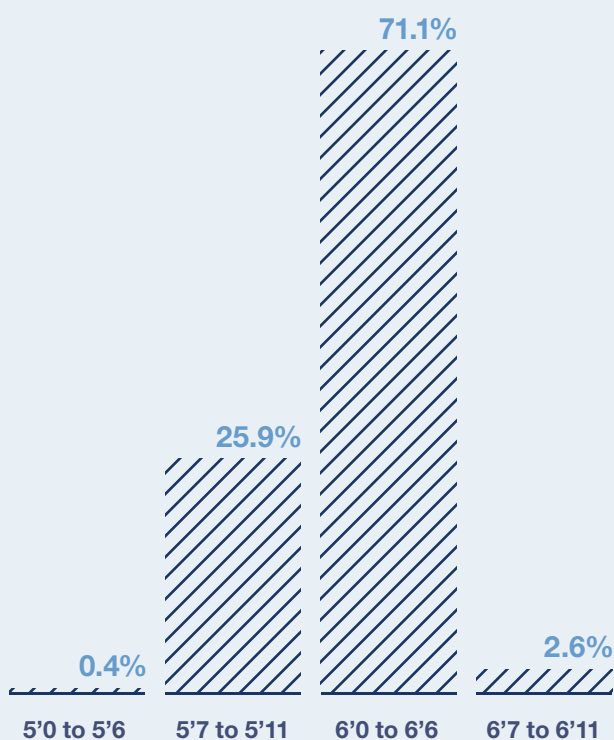
 @HighAndMighty

HIGH AND MIGHTY
highandmighty.co.uk

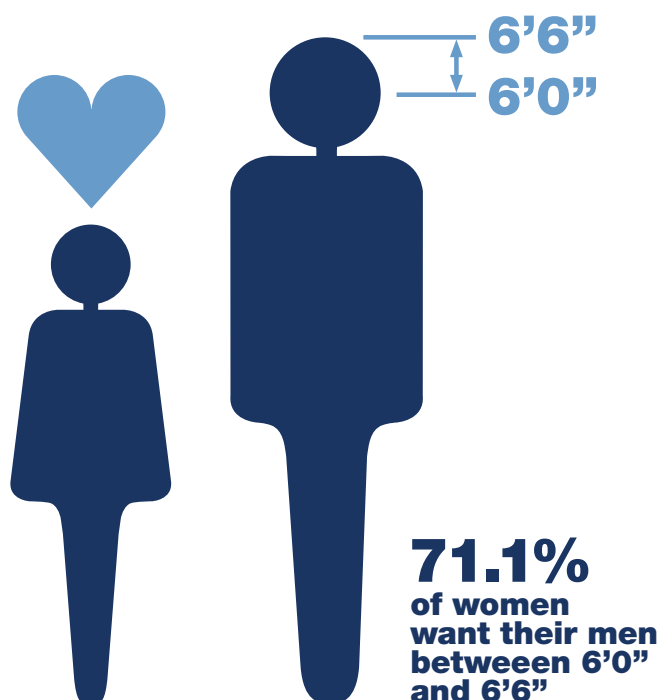
What is tall? Who knows any more – it's obviously the guy that dwarves you at the burger van, or blocks your view at the cinema – or maybe it's you?

But what heights are we exactly talking about and how is the concept of 'tall' shifting over time? What's more, what do guys think actually constitutes tall and do they want to be taller or shorter?

WHAT DO YOU THINK IS THE PERFECT HEIGHT OF A MAN?



WOMEN WANT THEIR MEN TALL



One thing is for certain is that we are getting taller over time. According to scientists* the average man has grown by four inches in the last century due to improvements in diet and public health. In 1900 a typical male was 5ft 6in tall, but by 2000 that had gone up to 5ft 10in. Over the same time women have grown by one-and-a-half inches, from just under 5ft 3in to just over 5ft 4in.

But is height as desirable as it once was deemed? Well as one of the UK's leading suppliers of clothes and accessories to tall men, we thought we ought to find out, which is why we commissioned a survey of over 1,200 men of all shapes, sizes, ages and heights to see what they think about tallness.

Our survey was commissioned and conducted throughout February and March 2013 and the results follow. All respondents were aged over 18 and UK based and the survey was conducted online.

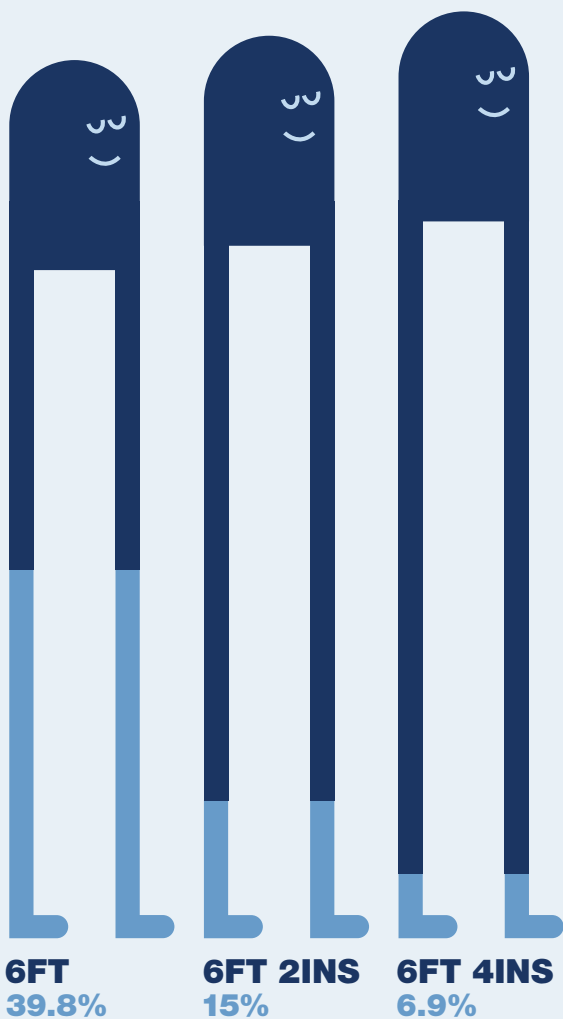
We were intrigued by the results and we hope you will be too. Enjoy!

The Team at High and Mighty

For further information on the survey please contact Alina Wallace (alina@brandnation.co.uk)

*The Changing Body: Health, Nutrition, and Human Development in the Western World Since 1700, will be published next month by Cambridge University Press.

HEIGHT MEN THINK WOMEN CONSIDER TO BE THE PERFECT HEIGHT



“You have to do your own growing no matter how tall your grandfather was.”
 – Abraham Lincoln

“At least I can wear heels now.”
 – Nicole Kidman

Following her divorce from Tom Cruise



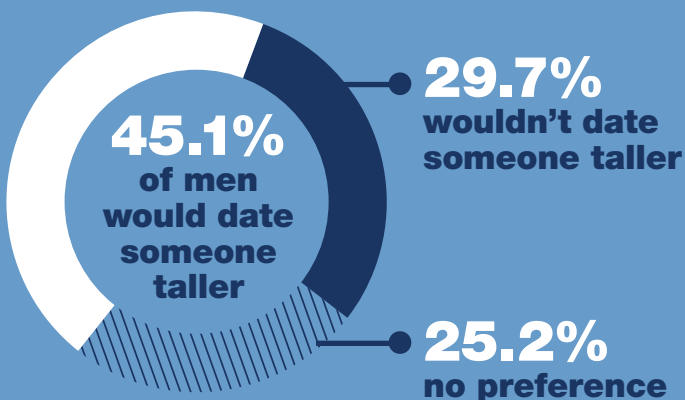
Images sourced from Google Images

MEN DO GET IT RIGHT!!!

Finally, men and women agree on something (that women want their men tall!)

71% of women think the perfect height for a man is between 6'0 - 6'6" (81% of men thought this was the case)

WOULD YOU DATE SOMEONE TALLER?

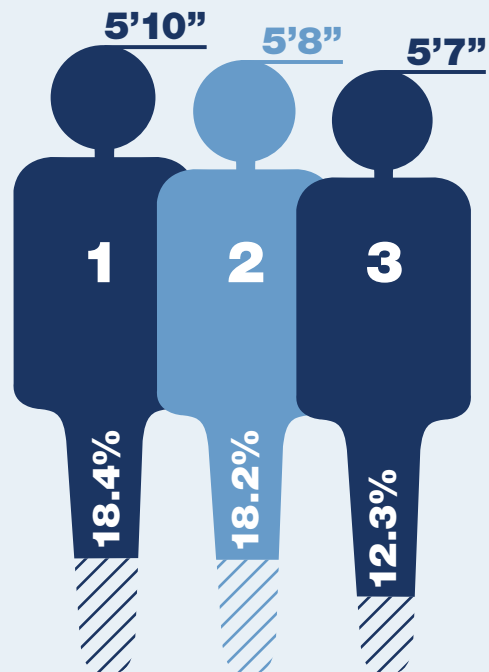


“How tall are you big boy? Six foot nine inches! Let's go up to my place and talk about the nine inches!”
 – Mae West

TALL FACTS

- You are classified as a giant if you are over 7ft tall (Gigantism, is a condition characterized by excessive growth and height significantly above average. In humans, this condition is caused by over-production of growth hormone in childhood before the long bone epiphyses closes resulting in persons between 7ft (2.1m) and 9 feet (2.74m) in height)
- You get shorter as the day goes on (you are tallest in the morning)
- Holland is the world's tallest country
- The world's tallest dog (Giant George the Great Dane) is 7ft 3 inches
- Neil Fingleton (born 18 December 1980) is the United Kingdom's tallest British-born man at 7ft 7.5 inches (232.5cm) in height

MEN'S IDEAL HEIGHT FOR A PARTNER?



MEN LIKE LADIES TALL!

Psychological research has found that women tend to describe their ideal man as «taller than average». Women's attraction to taller men is likely to be driven by both evolution and positive stereotypes about tall men. Women are likely to associate a tall man with higher social and professional status as well as reproductive potential, making them seem more attractive."

- Psychologist Portia Hickey

High and Mighty Stores:

Belfast, Birmingham, Brighton, Bristol, Cardiff, Edinburgh, Exeter, Glasgow, Leeds, Liverpool, London, Manchester, Newcastle, Norwich, Nottingham, Reading, Romford, Southampton, Watford

6FT



Leonardo DiCaprio



David Beckham

Images sourced from Google Images

22.8%
of men think
6ft is the
perfect height

17.1%
of men think
6ft 2ins is the
perfect height

very few men
thought under 5ft
9ins or over 6ft
7ins were perfect

**"If you aren't in
over your head,
how do you know
how tall you are?"**

- T.S. Eliot