

AlvaBlock: Harmonize Garment Fit from Style to Style.



15 years ago, when the late Dr. Kenneth Wang developed his ideas on how to improve fit in the product development cycle, he knew that the key was always in the hands of the pattern maker. When manufacturing was done in the US and Europe, teams of pattern makers, who understood their consumer market, worked directly with manufacturing to create clothes that would sell. Now, with the manufacturing being done almost exclusively offshore, pattern making is slowly becoming a dying art.

Brands these days rely on their manufacturing counterparts to consistently produce quality patterns. The sourcing strategy to move to low-cost and low-skill based manufacturing countries has elongated the product development cycle, and wasted millions of dollars in extra sample making, logistics, and time.

AlvaBlocks are well fitting, consistent basic block patterns that are customized individually for brands. The AlvaBlocks complement the AlvaForms and are designed to give the Brand full control over their fit no matter where they are producing garments.

“Now, after distribution and use of blocks, we require only 1 to 2 fits (samples) before approval, and 1 fit in 50% of styles” – Boutique Jacob

The development process is fully customized for each brand. AlvaBlock consultants work with the brand's technical team to determine the number of blocks required. Using Alvanon's proprietary Direct Measurement Theory, more than 80 measurements are taken on the virtual body of the brand's AlvaForm to create the AlvaBlocks. The blocks are sewn up with the fabric of the brand's choosing and then travel with the consultant to the brand for a live fitting session. The AlvaBlocks are released to the brand only when everyone is satisfied with the result.

The approved AlvaBlocks can be sent digitally to any vendor and they will immediately have a good starting block to create the required styles. Coupled with the use of the AlvaForm, AlvaBlocks will save both Brand and Vendor time and money, and will increase the consistency and quality of the garments produced.



During the 2 year R&D process for AlvaBlock, we worked with Boutique Jacob, a Canadian fashion retailer with 200 stores catering to women aged 14 to 55.

'The principle of developing the Blocks for the new form (and new Live model), and distribution to all Vendors was a big improvement for us as it brought efficiency, coherence between products and between different Vendors and reduced the number of samples required for approval. Before implementing AlvaBlocks, we required 2 to 4 fits before approval. Now, after distribution and use of blocks, we require only 1 to 2 fits before approval, and 1 fit in 50% of the styles.'

AlvaBlock is available now, feel free to contact sales for further information and set up a meeting with an AlvaBlock consultant to learn more about how AlvaBlocks can help your organization.