



alvanon
The Apparel Fit Expert.

Pressrelease

Alvanon launches ultimate fit tool for capturing European body shape *Will increase womenswear fit match by over 57 per cent and menswear by over 37 per cent*

The world's leading apparel fit expert, Alvanon, has launched a new range of fashion 'fit' forms that will give thousands of fashion designers, brands and retailers the ultimate tool for accurately capturing the predominant European body shape. The new EU standard AlvaForm mannequins, the first of their kind in the world, will increase the percentage of women who find an 'excellent' or 'adequate' apparel fit at retail by 57.5 percent while for menswear it will increase by 37.5 per cent. This means fashion suppliers will be able to design garments that fit more of their European customers more of the time, achieving greater customer satisfaction, brand loyalty and full price sell-through with lower returns and markdowns. The new EU standard AlvaForm range is based on the analysis of three dimensional body scans of over 50,000 male and female consumers between 20 and 40 years of age in France, Germany, Holland, Italy, Russia, Spain, the UK and complemented by World Health Organisation and National Health data from 17 other European countries.

The data captured by the 3D body scans was analysed by Alvanon's team of anthropomorphic researchers and technical fit experts who generated the new European 'fit' standard. This was compared to existing fit standards and size charts of over 100 of the most popular European brands to determine what the most democratic and commercially acceptable fit standard would look like. Alvanon's team of 3D creative experts then used the data to create a series of technical fit forms, AlvaForms, that most accurately represent the shape, posture and balance of the European consumer across the full range of sizes from size UK 36 (EU 46) to 46 (EU 56) in men's and size UK 8 (EU 34) to 18 (EU 44) in women's. Alvanon will launch a range of larger EU size forms for women in UK sizes 20 to 30 (EU 46-56) this July.

Janice Wang, co-founder and chief executive officer, the Alvanon Group explained the positioning of the new EU standard fit forms: "While large multi-national brands and retailers request a customised AlvaForm series designed to their specific target consumer demographic, we identified a real need for a pan-European standard among smaller brands and designers and also larger retail groups who have to appeal to a wide cross

section of European shoppers. The new EU standard AlvaForm series represents the most commercial and practical fit standard solution for these companies.”

Ed Gribbin, president, Alvanon Inc. added: “The EU standard AlvaForms are the most accurate, practical and easy to use tools for European brands and retailers looking to execute their standard of fit more consistently. After developing our core sizes, size 38 for women and 50 for men, we proceeded to develop body forms representing the full size range. We used traditional four centimetre grade rules between sizes in line with the vast majority of brands thus ensuring an easy, seamless ability to adapt to the new Alvanon standard. For ease of conversion we have also labelled the new AlvaForms with the country specific size designations common in the UK, France and Italy.” He concluded: “In the end it is all about optimising consumer satisfaction and brand loyalty. Adopting fit tools that represent the shape of real customers will enable fashion suppliers to fit more of their customers more of the time and that is a happy outcome for all concerned.”

Through its three integrated divisions, AlvaInsight, AlvaForm and AlvaBlock, Alvanon offers practical solutions that enable its clients to achieve fit consistently and continuously from design through to consumer. AlvaInsight is its ‘front end’ strategic consulting division comprising fashion and retail industry experts who draw upon apparel business insight, technical design expertise, rigorous statistical analysis and practical experience to help clients define their target markets’ specific fit criteria. The AlvaForm division, comprising 3D artists and anatomical ‘life’ sculptors, develops and supplies customised mannequins that enable clients to create and maintain their fit standards consistently across the supply chain. The AlvaBlock division develops tailored blocks based on a client’s AlvaForm, minimising pattern-making inconsistencies across a global supply chain.

Founded in 2001, the Alvanon Group of companies is the global leader in providing full service, integrated fit solutions for the apparel industry. From its head office in New York, operations centre in Hong Kong and operating offices in the UK and Germany, Alvanon provides customised fit strategies and product development tools to the world’s leading fashion brands, retailers, lingerie, swimwear, sportswear, mail order and corporate clothing suppliers. Alvanon’s fit offer combines the world’s largest database of 300,000 body scans with the unparalleled expertise, products and services provided by a team of over 70 dedicated sizing and body shape professionals.

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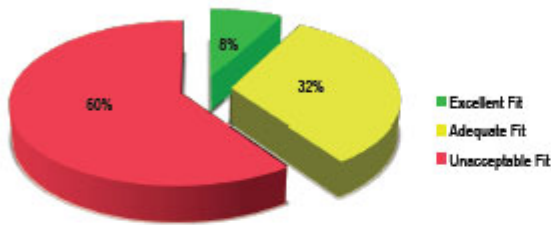
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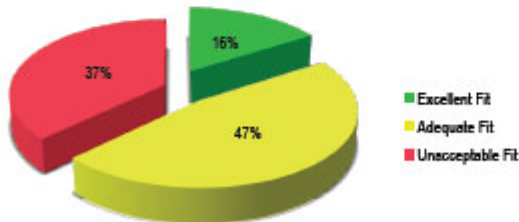
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% of Women Whose Body Shape Matches Industry Fit Standards



▶ Based on average of current UK / European Fashion Industry Standards

▶ Interestingly, these percentages align with consumer surveys indicating that over 60% of women complain about finding clothes that fit at retail

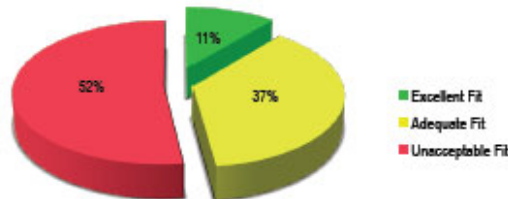


▶ Based on using Alvanon's New EU Standard Series Fit Forms

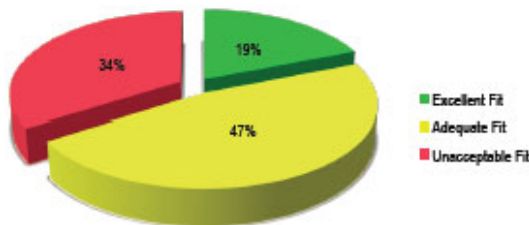
▶ The percentage of women who will find an excellent or adequate fit at retail increases by 57.5%

Alvanon: The Apparel Fit Expert

% of Men Whose Body Shape Matches Industry Fit Standards



▶ Based on average of current UK / European Fashion Industry Standards



▶ Based on using Alvanon's New EU Standard Series Fit Forms

▶ The percentage of men who will find an excellent or adequate fit at retail increases by 37.5%

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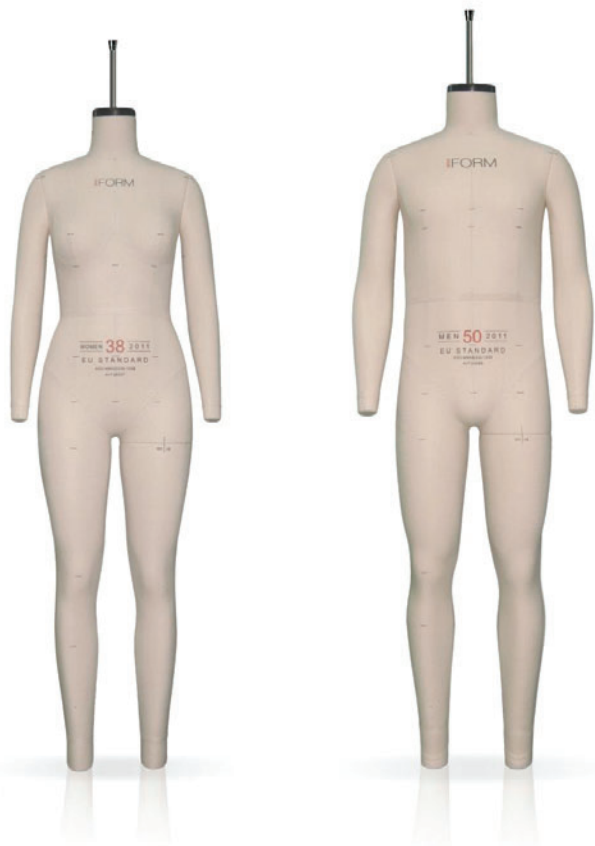
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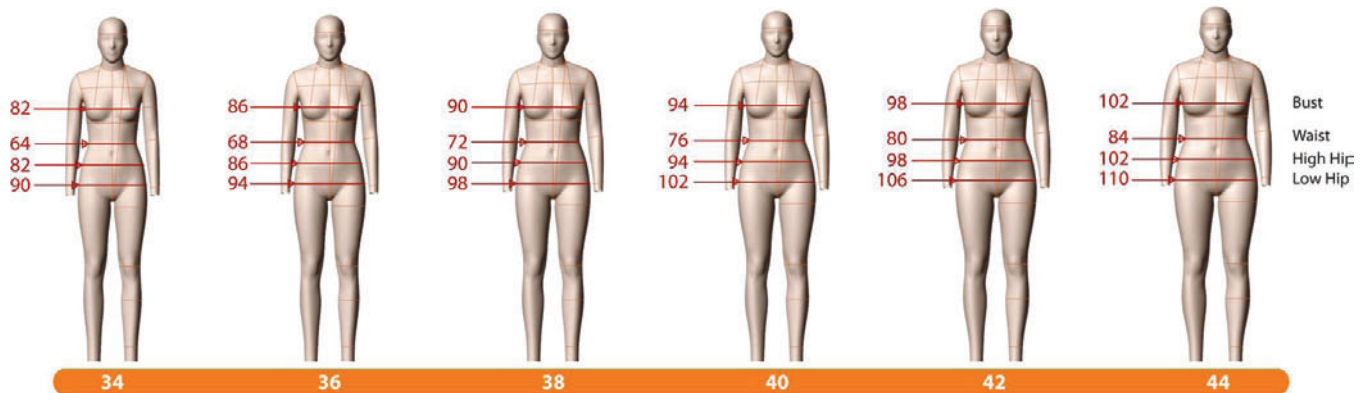
Introducing the NEW EU Standard Series



- ▶ Invaluable tool for small to medium suppliers who do not have access to customized shape research.
- ▶ For large European Retailers and Brands who must try to fit a broad demographic of consumers.

alva FORM

EU Women



EU Men

