



alvanon
The Apparel Fit Expert.

pressrelease

**Alvanon shows latest children's moveable EU 'fit' forms
at
Pitti Bimbo Exhibition
Fortezza da Basso, Florence, 20-22 January 2011
STAND K1/CENTRALE
and on 'A for Apple' STAND 19/SUPERSTREET**

Alvanon UK Limited, the world's leading apparel fit expert, has announced that it will be showing its latest range of children's European 'design and fit' mannequins, AlvaForms, at Pitti Bimbo, Fortezza da Basso, Florence from 20th to 22nd January 2011, stand number K/1 in Centrale. In addition to its own Pitti Bimbo stand, the children's AlvaForms will be used by new kidswear designer brand, A for Apple, to show its debut European-fit collection. A for Apple is the first independent kidswear brand to use children's AlvaForms to achieve apparel fit integrity across its fashion offer. A for Apple can be found on stand number 19/Superstreet.

Using the latest European, EU, body scan data for children from new born to 16 years, Alvanon has incorporated moveable arms into its children's soft AlvaForm range, a feature that significantly improves the apparel fit process. The innovation will help children's clothing designers, brands and retailers achieve a current and consistent fit standard for a target age range within the Italian and other EU markets.

The children's EU AlvaForm range is constructed of memory foam with an internal skeleton and jointed arms wrapped with a fusible stretch cotton fabric. This flexible, soft structure makes it ideal for fitting clothes as the memory foam exhibits similar properties to human tissue. Apparel designers can use the form to 'fit' clothes before final fit sessions with 'live' models. This is especially useful for childrenswear as it eliminates the requirement for multiple 'fit' sessions using babies and young children.

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 division comprising fashion and retail industry experts. Drawing on apparel business insight, technical design expertise, rigorous statistical analysis and practical experience, the AlvaInsight consultancy service helps clients' define their target markets' specific fit criteria. The AlvaForm division develops and supplies customised mannequins that enable clients to create and maintain their fit standards consistently across the supply chain. The AlvaForm team comprises 3D artists and anatomical 'life' sculptors. The AlvaBlock division develops tailored blocks based on a client's AlvaForm, minimising pattern making inconsistencies across a global supply chain.

The Alvanon Group of companies was founded in Hong Kong by the late Dr Kenneth Wang in 2001. It 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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