



pressrelease

Alvanon launches global academic programme - puts professional sizing and fit tools in hands of students

The world's leading apparel fit expert, Alvanon, has launched a global academic programme to help apparel design students establish a comprehensive knowledge and appreciation of customised fit processes, strategies and standards, enabling them to design better fitting clothes. The Alvanon Academic Programme will give design universities and colleges access to the apparel industry's most advanced sizing, fit and communication tools at significantly discounted rates. The programme will include master classes in consumer sizing research and analysis by renowned apparel fit experts and the use of customised design fit forms for pattern making, draping and fitting classes.

The launch follows a series of successful pilot partnerships with leading design colleges across the world. These include University College Falmouth, Central Saint Martins College of Art & Design, London College of Fashion, De Montfort University and Manchester Metropolitan University in the UK and the Fashion Institute of Design & Merchandising in Los Angeles and the Fashion Institute of Technology in New York. It has also trialled its programme with Hong Kong Polytechnic University and the Clothing Industry Training Authority in Hong Kong.

Janice Wang, chief executive officer, Alvanon Group explained: "Our positive partnerships with some of the world's foremost fashion colleges has persuaded us to formalise the programme and open it up to all interested academic parties." She added: "The programme is a way for us to give something tangible back to our industry. By providing insight and tools that are actively being used by the wider industry we are giving the next generation of apparel designers real-world experience and helping prepare them for a bright and successful career."

Patrick Gottelier, head of department of design, University College Falmouth said: "Alvanon has been the perfect partner to the BA (Hons) Fashion Design and BA (Hons) Performance Sportswear Design courses we run." He went on: "From the outset Alvanon has been proactive in consulting and advising

on the best equipment for the unique nature of our courses. We have had exceptional service and no quality issues – a terrific testament to a quality product.”

Through seminars or visits to Alvanon’s regional offices in London, Germany, New York and Hong Kong students will learn how customised fit strategies, fit forms and pattern blocks executed consistently and continuously throughout the global garment development process, can achieve brand satisfaction, loyalty and competitive advantage. Students will learn how 3D scanning consumer shape research data can inform consistent and successful regional and brand fit strategies. Then using Alvanon’s advanced industry standard mannequins, AlvaForms, they will learn how to design and fit clothes for a target consumer shape. The programme will also offer several AlvaBlock pattern generation tools custom made for the selected AlvaForm shape.

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.

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 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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