



alvanon
The Apparel Fit Expert.

Pressbulletin

**World's foremost fit expert advises on perfect 'fit' for corporate clothing
at
WorkIT! Conference 2011, Workwear & Corporate Clothing Show
5 April, Ricoh Arena, Coventry, UK**

Ed Gribbin, president of Alvanon Inc., the world's leading authority on apparel sizing and fit is to fly to the UK especially to speak at the 'WorkIT! Conference 2011: Professional clothing –the way ahead' being held at the Workwear & Corporate Clothing Show on 5th April, at the Ricoh Arena in Coventry. With over 20 years experience of the uniform industry, Ed Gribbin is widely recognised as the global expert on apparel sizing, fit and communication strategies and tools. In his seminar presentation he will share his unparalleled experience and knowledge of global body shapes and will advise corporate clothing suppliers and end-customers on how they can achieve the perfect fit while managing image without breaking the bank in terms of investment and inventory.

As president of Alvanon Inc., Ed Gribbin has successfully implemented customised fit strategies for many of the world's leading corporate clothing clients in addition to high profile brands and retailers in the fashion, lingerie, sportswear and direct mail sectors. Under Ed Gribbin's management Alvanon has compiled and has exclusive access to the world's largest database of over 300,000 3D body scans. Prior to Alvanon he was president of Intellifit Corporation where he co-invented the revolutionary Intellifit Body Scanner and oversaw the collection of over 120,000 body shape scans for men, women and children in the US, Japan and Europe. He was also senior vice president of Angelica Corporation, where he managed the sales, marketing, design and production for one of the largest corporate clothing companies in America.

More details on the Workwear and Corporate Clothing Show and its WorkIT! Conference 2011: Professional Clothing - The Way Ahead Conference can be found on www.workwearshow.com.

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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