



**alvanon**  
The Apparel Fit Expert.

## Pressrelease

### **Alvanon to get fashion brands and retailers hands-on with latest fit technologies**

at

**ASBCI interactive sizing & fashion technology workshop and seminar  
'Meet the Experts; Experience the Technology!'**

**The 1880 Legends Suite, Leicester Tigers, Welford Road Stadium, Leicester  
Tuesday 17<sup>th</sup> May and Wednesday 18<sup>th</sup> May 2011**

The world's leading apparel fit expert, Alvanon, will be encouraging fashion brands and retailers to get hands-on with its latest fit solutions at the ASBCI's interactive sizing and fashion technology workshop and seminar being held at The 1880 Legends Suite, Leicester Tigers, Welford Road Stadium in Leicester on Tuesday 17<sup>th</sup> May and Wednesday 18<sup>th</sup> May 2011. In addition to trying its full size 3D Intellifit body scanner, Alvanon is inviting fashion suppliers to bring in a selection of garments to 'fit' on its newly launched range of adult European standard sized AlvaForm mannequins. Furthermore Ed Gribbin, president of Alvanon Inc and widely recognised as the world's leading authority on apparel sizing and fit, will give the opening keynote presentation at the seminar running parallel to the event. Responding to a recent Which? Report **'9 in 10 women annoyed by high street sizes' (Which? September 2010)**, Ed Gribbin will explain how brands and retailers can best tackle consumers' frustration with inconsistencies in garment sizing and fit.

Co-developed by Ed Gribbin, the Intellifit 3D radio wave body scanner will be fully functional at the workshop. Visitors will be able to enter the scanning booth, entirely clothed, to experience the technology and understand how scans are generated. They will be shown how this data can be used to drive target consumer shape profile analysis, develop 'best fit' mannequins and generate pattern blocks.

Commenting on the workshop, Simon Fernandes, regional director for Alvanon in the UK southern Europe and west Asia said: “The workshop is a rare opportunity for brands and retailers to get up close and personal with our latest sizing and fit technologies.” He added: “By experiencing the technologies first hand, fashion professionals will gain an invaluable insight into how the systems work and how they can help apparel suppliers make clothes that fit more of their target consumers. This is a workshop not an exhibition so we want this to be a fun and interactive learning experience.”

More details on the ASBCI interactive sizing and fashion technology workshop ‘Meet the experts; experience the technology!’ can be found on [www.asbci.co.uk](http://www.asbci.co.uk) or email [Stephanie@asbci.co.uk](mailto:Stephanie@asbci.co.uk) telephone: +44 (0) 1422 354666.

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.

**For more information please contact:**

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