



**alvanon**  
The Apparel Fit Expert.

## Pressrelease

**World's foremost fit expert to tackle fashion fit in emerging markets  
at  
AAFA Conference  
'Retail hotspots: Developing a strategy to globalize'**

**PriceWaterhouseCoopers, 300 Madison Avenue, New York, 10017  
Tuesday 31 January 2012, 9.00am – 4.30pm**

Apparel fit expert Alvanon is delighted to announce that Ed Gribbin, president of Alvanon Inc, has been invited by the American Apparel & Footwear Association, AAFA, to speak at its forthcoming conference 'Retail hotspots: Developing a strategy to globalize'. The conference is being held at the New York conference facility of PriceWaterhouseCoopers, PwC, at 300 Madison Avenue, 10017 on Tuesday 31 January 2012 from 9.00am to 4.30pm. In his presentation entitled: 'Demographic data mining', Ed Gribbin, who is widely regarded as the global fashion industry's leading authority on apparel sizing and fit, will reveal how retailers and brands can use demographic data to successfully identify, target and expand into emerging overseas clothing markets. He will define the key contexts to consider for data collection, analysis and utilization and explain how this critical consumer data can inform and drive market expansion strategies. He will conclude by advising companies on how to reconcile demographic data differences while maintaining brand identity. Alvanon is also a sponsor of the conference along with PwC, Bureau Veritas and the US Department of Commerce.

The registration rates for the conference are AAFA members US\$125 and non members US\$225. Further details on the conference and its agenda can be found on the official AAFA website [www.wewear.org](http://www.wewear.org).

Ed Gribbin has worked in the international apparel industry for over 30 years. He joined Alvanon Inc. in 2006 to head its global strategic consultancy division and was appointed president of Alvanon Inc., in January 2011. At Alvanon he has played an outstanding role in developing global fit strategies, based on

the 3D body shape data analysis of over 300,000 consumers. He is currently driving a global shape initiative that will enable brands to export clothes that 'fit' dominant consumer shapes within specific countries. His expert advice on improved fit strategies has secured consultancy contracts with some of the world's largest brands and retailers in the fashion, lingerie, sportswear, swimwear, corporate clothing and mail order sectors. Ed Gribbin currently operates from the group's head office in New York and regional offices in the UK, Hong Kong and Germany.

Prior to Alvanon Ed Gribbin served as president of Intellifit Corporation, where he co-invented the revolutionary Intellifit radio wave body scanner – that takes detailed body scans from fully clothed humans. Prior to this he was senior vice president of Angelica Corporation, where he managed sales, marketing, design and production for one of the largest corporate wear companies in the US.



**Ed Gribbin**  
President,  
Alvanon Inc

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 3D body scans with the unparalleled expertise, products and services provided by a team of over 70 dedicated sizing and body shape professionals.

**Amanda Dix**

Alvanon

Tel: +44 (0)207 792 5977

[amanda.dix@alvanon.com](mailto:amanda.dix@alvanon.com)

Alv 52

**Susan Waters**

Alvanon PR

Tel: +44 (0) 1858 555179

[sue@suewaters-pr.co.uk](mailto:sue@suewaters-pr.co.uk)

[www.alvanon.com](http://www.alvanon.com)

**Alvanon Global:**

**P** +44.207.792.5977 (London, UK) **P** +852.2423.6786 (Hong Kong) **P** +1.212.868.4318 (New York)