



## ALVANON PARTNERS WITH NEW LUXURY CONCEPT, UMAN, TO FIND THE IDEAL MAN

*Alvanon data and analysis helps identify and personify the ideal Uman customer.*

**NEW YORK – 19<sup>th</sup> June, 2009** – Alvanon, the global size and fit expert in the fashion industry, today announced that it has completed its first engagement with Uman, the new, Italian, luxury men’s concept being launched this week in Milan. The vision of Umberto Angeloni, former CEO of Italian menswear legend Brioni, Uman seeks to capture the essence and spirit of the modern, global, self-made man. Mr. Angeloni approached Alvanon, owners of the largest database of consumer body measurements in the world, and the acknowledged industry expert on all matters related to sizing and fit, to bring the vision of Uman to life.

Alvanon’s AlvaInsight division, led by veteran industry advisor Ed Gribbin, listened to Mr. Angeloni’s vision and then delved into its databases and experience to create a profile of the target Uman customer. Considerations included, among other factors, his age, his locales, his interests, and his lifestyle. Matched with Mr. Angeloni’s deep psychographic understanding of this man, and his sartorial vision, Uman quickly progressed from concept to reality.

Alvanon used its data and analysis to craft a three-dimensional virtual body representing the Uman customer. From there, a full-size Alvaform of the Uman body was forged, accurately depicting not only his stature and body measurements, but also his shape, posture, stance and physical attitude.

The result stands front and center in the first Uman concept space in Via Gesu, Milan, which opens June 19. Alvanon’s development of the Uman body and the grade rules needed to produce an appropriate range of sizes to meet the needs of this modern customer, were critical in helping Uman execute its design vision and achieve the optimum drape and aesthetic for this sophisticated, knowledgeable and discerning man.

According to Janice Wang, CEO of Alvanon, the initiative was both challenging and fulfilling because “Umberto had such a strong vision of who this customer was, and how to appeal to his taste and clothing style. It was also critical that we achieved results within an aggressive timeline, and our team has risen to this challenge” Ed Gribbin, President of AlvaInsight added, “We have rarely worked with someone as focused as Umberto; his inspiration kept our research and analysis very focused. Unlike so-called “lifestyle brands” who try to be all things to all people, it was clear from the start that Uman would be different. This focus made it imperative that we get all of the details and subtle nuances of shape right the first time. The body is the hanger for the clothing. Only if the body is realistically proportioned and balanced, will the clothing perform its intended function.”

Mr. Angeloni agrees; “Alvanon helped us to crystallize our vision and physically manifest what we knew in our hearts and minds. Using the Alvanon Uman body form allows us to execute the consistent message that our customers seeks.”

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## **About Alvanon**

Alvanon is the global leader in providing full service, integrated fit solutions for the apparel industry. The company's holistic approach to the issues of fit and sizing encompasses both strategic consulting as well as practical product development tools. Alvanon's integrated fit platform is a unique industry solution that leverages and combines the world's largest database of body scan research with real world industry expertise and innovative proprietary technology. Dr. Kenneth Wang founded Alvanon in 2001 to address the industry's prevalent fit related misconceptions and develop a solution that would revolutionize the way the industry understood and leveraged the concept of fit. Alvanon's suite of products and services integrate seamlessly with every stage of the design, merchandising, product development and production processes, helping to increase internal and external process efficiency and decrease overall time to market. For more information, please visit [www.alvanon.com](http://www.alvanon.com).

## **About Uman**

*Uman* is a Men's Style concept introduced in 2009 upon an initiative of Umberto Angeloni. *Uman* is aimed at a well-defined audience, the *Modern Rich*, with the objective to start building the *ideal men's wardrobe*, as an expression of the *culture* and the *passion of dressing up*. The ultimate iconic silhouette has been created to dress this man – with a ready to wear sartorial suit that fits as though it is bespoke. *Uman* intends to review and, wherever necessary, to re-evaluate or revolutionize all the assumptions, the rules, the rituals, and the mechanisms that are at the basis of the fashion and clothing industry. The starting, reference, and end point is Man, who is no longer just a target or a consumer, but primarily the inspiring element, the co-maker and, ultimately, the user of the product and of the style.

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