



ALVANON RELEASES MOST EXTENSIVE CHINESE BODY MEASUREMENT STUDY

Analysis Reveals Significant Insight on Chinese Size and Shape for the Fashion Industries

NEW YORK – August 12, 2008 – Alvanon, the global size and fit expert, today announced it has compiled the most extensive collection of body scan research in China. Over 28,000 people were scanned in four key regions of the country at various urban retail shopping centers. The scanners captured 45 measurements per person, resulting in the largest body measurement study ever performed in China.

“There is an unprecedented retail opportunity in China. The right product mix must be combined with the right size and fit to achieve a successful brand following in China,” said Janice Wang, CEO, Alvanon. “Our China body measurement study, combined with the data we’ve compiled in the rest of the world, uniquely enables us to provide leading apparel brands with powerful insights about their target consumers.

“As the global size and fit expert, Alvanon’s industry-leading solutions allow these brands to deliver better fitting garments, increasing sales and building consumer loyalty to the brands,” Wang said.

Alvanon collected this highly relevant data from the world’s fastest growing retail market utilizing safe millimeter wave scanners that accurately measure fully-clothed participating shoppers in seconds. This new study adds to Alvanon’s database of body measurements, which now exceeds 250,000 men, women and children of various age groups from over 14 countries in Europe, Asia and North America.

Research Highlights

Even where the average height in China is similar to the Western body stature, the core body shape in China is significantly smaller and more homogenous than in the markets of the U.S. and Europe. As an example, there is a difference in stature in both genders between Chinese of northern origin and southern origin. Men have similar average heights in China and the U.S. but have dramatically different average chest and waist measurements, as well as differences in average weight and body mass. Women in China have much narrower variances in bust, waist and hip measurements than those in the U.S. As a result, the U.S. market requires more than double the number of clothes sizes to reach the same percentage of the population as compared to China. One trend consistent with other Western countries is that the younger generation in eastern China is growing taller and heavier.

Through evaluation of its own data and other size studies, Alvanon has also tracked stature changes from generation to generation and important information on the difference of body shape and size throughout the world. One of the most dramatic statistics from China shows that over the span of a decade (1992-2002) the average height of children (2-18 years old) increased by almost 1.5”, nearly twice as high as the increase among U.S. children. While adults in China, at any given height, look quite different from adults in the West, children’s body shapes and sizes are converging at a very rapid rate.

Despite having a relatively small average stature when compared to Westerners, over 30 percent of urban Chinese are considered overweight. Age and gender analysis shows the highest increase in body mass index has occurred in Chinese women aged 35-45.

Below are some interesting facts uncovered by the Alvanon study.

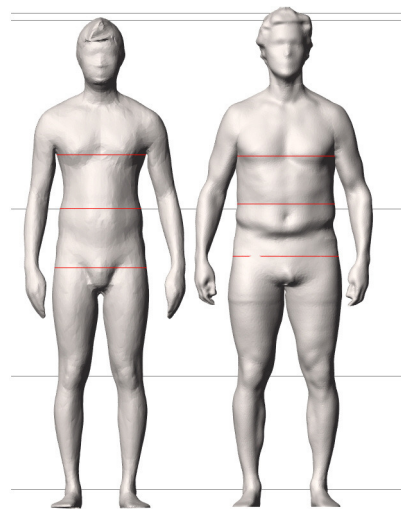
Fast Facts

- Average Chinese Female Height 5'4"; Weight 125 Pounds; Chest 31"; Waist 28"; Low Hip 35"
- Average U.S. Female Height 5'4"; Weight 155 Pounds; Chest 37"; Waist 34"; Low Hip 42"

- Average Chinese Male Height 5'8"; Weight 145 Pounds; Chest 35"; Waist 31"; Low Hip 36"
- Average U.S. Male Height 5'9"; Weight 191 Pounds; Chest 41"; Waist 37"; Low Hip 41"



Comparison of body size between average female in China and U.S.



Comparison of body size between average male in China and U.S.

About Alvanon

Alvanon is the global size and fit expert, providing full-service, integrated fit solutions for the apparel industry. With the largest database of body scan research in the world, Alvanon combines real-world industry expertise and innovative technology to offer a holistic approach to fit and sizing, encompassing both strategic insight as well as practical product development tools.

Dr. Kenneth Wang founded Alvanon in 2001 to address the industry's prevalent size and fit misconceptions and to develop solutions that would revolutionize the way the industry understood and leveraged the concept of fit. Since that time, Alvanon has grown to become the global leader in providing custom fit mannequins and solutions to the world's leading brands. Alvanon's suite of products and services integrate seamlessly with every stage of the product development and production process, helping to increase internal and external process efficiency and decrease overall time to market.

For more information, please visit www.alvanon.com

Media Contact

Ben Howington
Coltrin & Associates for Alvanon
Ben_Howington@coltrin.com
212-221-1616 x121

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