



FRANCE: New fit forms based on size survey results

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Fashion brands operating in the French market have a new tool to create better fitting clothes for their target customers with the launch of a series of body forms representing the most up-to-date sample sizes of French men and women.

The fit mannequins have been produced by global size and fit expert Alvanon, and are based on data collected by the Institute Francais du Textile et de l'Habillement (IFTH) during a nationwide size survey carried out in 2006.

The study included more than 11,500 scans of French citizens in 37 different sites in France.

It found that the largest percentage (20.6%) of French females corresponded to a French size 40, and the largest percentage of men also corresponded to a men's size 40.

"The sizing campaign has changed the ways companies are stocking and how they're actually sizing up the French market itself," Janice Wang, chief executive officer of Alvanon, told just-style.

"Our collaboration has given them some practical tools to be able to use this data."

The mannequins should help apparel brands both in France and those seeking to gain a competitive edge in the market by designing better fitting garments.

Wang adds: "By taking the guesswork out of size and fit, Alvanon allows brands to strategically focus more on style and design.

"Having something real like a form is much easier for them to identify with than big piles of data."

Alvanon recently released the results of China's largest ever body measurement study – which, like the French survey, revealed people are getting larger.

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