



ITALY: New luxury line Uman in fitting deal with Alvanon

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Uman, a new Italian luxury men's concept that has just been launched by the former boss of the Brioni fashion house, has used the latest sizing tools to perfect the fit of its clothes.

The new line, which opened its first concept space in Milan on Friday (19 June), worked with Alvanon – owner of what is thought to be the largest database of consumer body measurements in the world – to bring the vision of Uman to life.

Alvanon's AlvaInsight division, led by veteran industry advisor Ed Gribbin, created a profile of the target Uman customer including his age, interests, and lifestyle.

Alvanon then used its data and analysis to craft a three-dimensional virtual body representing the Uman customer – as well as a full-size Alvaform depicting his stature and body measurements as well as his shape, posture, stance and physical attitude.

It also created the grade rules needed to produce an appropriate range of sizes and achieve the optimum drape of the clothes.

"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," said Ed Gribbin, president of AlvaInsight.

"The body is the hanger for the clothing. Only if the body is realistically proportioned and balanced, will the clothing perform its intended function."

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