



## UK: Seminar on 'Sizing up the global market'

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A technical seminar dedicated to garment sizing and fit is being held in the UK next month to discuss the challenges facing brands, retailers and suppliers on the ever-changing body shapes around the world.

Entitled '[Sizing up the global market](#)', it will platform some of the clothing industry's foremost specialists in sizing and fit including Ed Gribbin, president of Alvasight, a division of Alvanon, which holds the industry's largest body-scan database.

Ed will discuss the demand that different regions and territories across the UK and Europe, Asia and North America have with regard to fit – and how companies can achieve radical improvements throughout the business structure by catering for the consumer through fit.

Also speaking will be Richard Barnes, managing director of Select Research who is currently conducting two large sizing surveys using 3-D scanners; one in retail and one in healthcare.

Shape GB is a national children's wear survey, sponsored by major UK retailers, to measure children of all ages for retail clothing.

He will be followed by Dr Steve Hayes, principal lecturer and Clare Culliney, programme leader for the clothing design and technology course at Manchester Metropolitan University.

Together they will expand on the technologies and methodologies they are using in collaboration with Select Research and explain how they are incorporating their work into fashion courses.

Christopher Schyma, strategic account manager from Lectra will talk about the importance of accurate pattern-making, communication between brands and their suppliers and the advantages of 3-D Virtual Prototyping within collection management and fit quality.

Recognising that sizing and fit challenges are shared by the corporate and workwear sector, a senior executive from Incorporatewear will reveal how it is tackling fit issues.

The seminar is being run by the clothing and textile forum ASBCI, in partnership with sizing technology specialist Alvanon and Company Clothing Magazine on Thursday 24 September 2009, at The Barceló Daventry Hotel, Daventry, Northamptonshire.

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