

Please join us at the MODINT Sizing & Fit Seminar.

December 8, 2011

MODINT's Fit & Sizing Seminar

The fashion industry is changing dramatically as consumers across the globe are increasingly placing value on a good fit. Due to this challenge, more brands are looking to optimise their fit. However, in the world of garment sizing, there are no easy solutions. Increasing globalization creates added difficulties and challenges for brands when it comes to controlling fit, especially for brands with a wide product range or diverse target markets from export sales. As garment fit is a crucial element to any successful apparel business, improving fit and customer satisfaction always starts with understanding your customer and ends with devising a comprehensive sizing strategy.

MODINT's annual Fit & Sizing Seminar, in collaboration with Alvanon, the Apparel Fit Expert, will address many of the industry challenges that brands are facing today, with solutions derived from industry experts, best practices and years of research and analysis.



Together with international partners we will:

- present various standard sizing options to get to know the body sizes in your markets
- discuss the key factors of choosing the right fit model
- present the best ways to develop block patterns and specs
- discuss optimal grading
- present options to communicate sizes in internet sales
- discuss the implementation of software management systems

After attending this seminar you will be prepared for the future of garment sizing!



Featured Speaker: Ed Gribbin

Edward A. Gribbin is President of Alvanon, Inc., the Apparel Fit Expert. Ed leads Alvanon teams around the globe helping fashion industry clients optimize their fit, sizing and product development strategies. Ed is widely recognized as the world's leading authority on sizing and fit and serves numerous global organizations dedicated to the success of the retail, apparel and textile sectors.

Location

This seminar will take place in the MODINT, Conference Room

MODINT

Utrechtseweg 95, Postbus 428,
3700 AK ZEIST

T + 31 (0)30 - 232 09 00

F + 31 (0)30 - 232 09 99

Prices

FREE

ONLY for MODINT members with
Buying and Production Module

€ 195

ex VAT for other MODINT members

€ 250

ex VAT for non MODINT members

Other speakers include:

Alvanon Experts: Joerg Thesing

MODINT Experts: Michel Wettstein, Nienke Steen

Brand Expert: Monique Broeke - Nike

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Program

10 am - 3:45 pm

10:00	————	Welcome and Introduction (Matthijs Crietee, MODINT)
10:15	————	Sizing Strategy (Nienke Steen, MODINT)
10:30	————	The Impact of Fit on the Fashion Industry (Ed Gribbin, Alvanon) <ul style="list-style-type: none">• Size Studies Over the Years and What the Data Tells Us• Impact of Body Scan Technologies• Practical Interpretation and Application for Fashion Brands & Retailers
11:15	————	Coffee Break
11:30	————	Case Study on Implementing a Successful Fit Standard (Monique Broeke, Nike)
11:45	————	Development and Use of Blocks and Fit Forms (Joerg Thesing, Alvanon)
12:30	————	Lunch
1:15	————	Modern Theories on Grading (Ed Gribbin, Alvanon)
1:30	————	Process Management: How to Reduce Cycle Times and Costs in the Production Process (Ed Gribbin, Alvanon)
2:00	————	Retail Perspective on Fit (Dutch Retailer - TBA)
2:30	————	Coffee Break
2:45	————	Experts Panel Discussion Moderated by Matthijs Crietee, MODINT In the Panel: Alvanon Experts: Ed Gribbin, Joerg Thesing MODINT Experts: Michel Wettstein, Nienke Steen Brand Expert: Monique Broeke - Nike Topic: What are the biggest fit related problems the industry faces today and what can we do about them?
3:30	————	Conclusions
3:45	————	Drinks and Network Time with the Experts