



alvanon

Align | Engage | Grow

# THE GLOBAL APPAREL BUSINESS EXPERT

Alvanon was founded in 2001 when it developed a unique and innovative data-driven approach to solving the challenges of sizing and fit inherent in the apparel industry. Since that time it has evolved into a global consulting firm advising the world's leading apparel organizations on how to align their internal teams, processes and supply chains; more intimately engage their existing and target customers; and innovate to optimize profitability and achieve their growth objectives. It has amassed a wealth of expertise across every key industry discipline including consumer analytics, design, merchandising, marketing, e-commerce, product development, technical design, manufacturing, sourcing, quality, planning, distribution and training. Alvanon works with its clients across multiple apparel sectors in 89 countries. It operates from its head office in New York, European headquarters in London and Asian office in Hong Kong. Alvanon also operates research, development and manufacturing facilities in Donguan and Shenzhen in China.



The goal of any brand or retailer is to grow sales and profit by attracting and engaging more customers and improving full-price sell-throughs.

## ALVANON HAS HELPED RETAILERS:

Improve  
conversion  
rates by up to

10%

Increase full  
price sell-throughs  
by up to

5%

Decrease  
apparel returns  
by up to

30%

Common Industry Challenges ►

# HOW DO WE HELP?

Each and every Alvanon client faces different challenges, from the strategic business level through to the day-to-day operational level. Our seasoned apparel business experts see and solve these challenges on a regular basis. We help our clients, big or small, pinpoint their areas of potential improvement and map out solutions that address their specific challenges and help them achieve their target growth objectives.

“*With Alvanon’s support we have worked tirelessly to understand our customer demographic and apply best practice and consistency to our product development practices and processes. Alvanon’s expertise and evaluation has been invaluable.*”

**C&A Buying GmbH**

## WHAT ARE YOUR BUSINESS CHALLENGES?

The industry average time to develop apparel product from initial design to in-store is **twelve months**

Our clients reduce seasonal product development calendars by up to

**8 weeks**

The average number of physical samples produced per style is **5**

Our clients reduce the number of physical samples reviewed by over

**30%**

# AREAS OF EXPERTISE

## Data Gathering and Analytics

Our expert research and analytics team captures, collates and analyzes complex consumer data to inform, drive change and foster business growth.

## Design and Merchandising

Our strategists have worked with many of the world's greatest design teams, establishing practices that have helped them retain their creativity while increasing commercial success and operational efficiencies.

## Retail and Marketing

We have decades of hands-on retail, marketing and e-comm experience and we work with the world's top fashion brands to educate shoppers, market product effectively, and convert more customers.

## Product Development

The traditional apparel product development process is fast becoming a liability in today's world of consumer empowerment and choice; our teams bring world-class speed-to-market strategies that will work for any business.

## Professional Development

Our Professional Development Series of training workshops and seminars equip all levels of fashion professionals with a shared understanding of current 'best practice', empowering them to do their jobs better and enhance company performance in the process."

## Supply Chain Tools

We have developed the world's most advanced technical sizing & fit tools and practices. From 3D avatars, to fit forms; from optimized, non-linear grade rules to comprehensive block libraries, we provide the means to ensure accurate and consistent product execution anywhere in the world.

The average number of fit sessions with 'live' fit models is **4**



Inconsistencies and inaccuracies in tech pack contents and subsequent communication generate **costly, time-sapping mistakes in the supply chain**





“Alvanon has become a key strategic partner of Shop Direct due to its expertise, commerciality and bespoke customer service. As market leaders in its field, we have engaged Alvanon in several fit and sizing projects over the past four years and worked collaboratively to deliver improved customer experience, process efficiency and sales.

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