



**alvanon**  
The Global Apparel  
Business Expert.



## ALIGN

your internal teams, processes, practices and supply chain partners to increase efficiency and accelerate speed to market.

## ENGAGE

and retain your customers to increase sales, market share, sell-throughs, and conversion.



## GROW

your business with advice and expertise in penetrating new categories, new demographics and new global markets.

Our seasoned industry experts listen, research, analyze and understand the challenges facing apparel companies in today's rapidly evolving world. We develop practical solutions, recommendations and advice, based on applicable best business practices, designed to help our clients achieve their business goals.



### Data Gathering and Analytics

Our expert research and analytics team captures, collates and analyzes complex consumer data to inform and drive change in strategic practices and processes. Statistical analysis of consumer demographics, behavior and body shape characteristics delivers insight into how, where and when changes in product planning, design or merchandising will optimize sales and profitability.



### Product Development

The traditional apparel product development process is fast becoming a liability in today's world of consumer empowerment and choice. Our management consultants help retailers and brands revamp internal processes to improve product quality; increase speed to market; and optimize cost-efficiencies. Clients to date have reduced seasonal product development time frames by up to eight weeks and reduced the number of physical samples reviewed by more than 30%.



### 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. We share best practices on how some of the most successful commercial brands balance the art and science of the creative process.



### 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. The unique PDS program of training modules helps align essential internal business processes and optimize communication and efficiencies between the client organization and its supply base.



### Retail and Marketing

We have decades of hands-on retail, marketing and e-comm experience, working with the world's most successful fashion brands, to educate shoppers, market effectively, and engage customers. Our data-driven approach combined with our unique corporate insight has enabled us to help clients grow top-line sales, increase full price sell throughs, and decrease apparel returns, in most cases adding millions of dollars to bottom-line results.



### 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. Our global implementation teams provide vendor and factory training designed to quickly have a positive impact on speed, accuracy and product integrity.

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