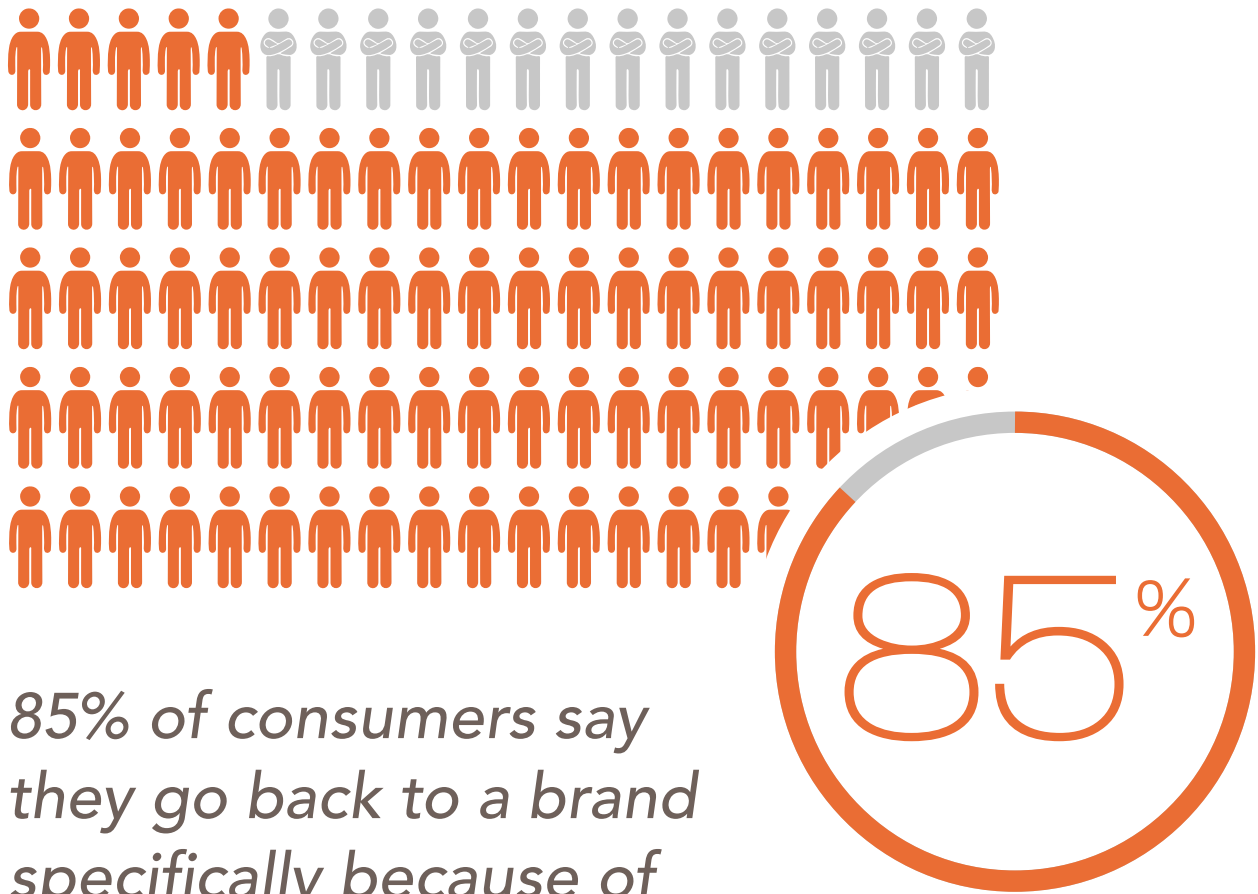




The Guide to Developing Accurate and Consistent Fit



alvanon
Align | Engage | Grow



85% of consumers say they go back to a brand specifically because of how it fits them.

When it comes to apparel, consumers love style, design, color and brand; but when it comes to actually buying it, or worse, returning it, the number one factor is fit. If it fits well, conversion rates go way up; if it doesn't, they won't buy. And, fit has a huge impact on brand loyalty. 85% of consumers say they go back to a brand specifically because of how it fits them.

Brands and retailers can develop a fit standard that accurately reflects the bodies, sizes and shapes of their target customers, and they can execute the standard consistently across suppliers throughout their supply chains, if they follow some basic global best practices.

Your fit model should not dictate your standard; your standard should determine who you select as a fit model.

KNOW YOUR CUSTOMER

Understand, and gain internal brand agreement, on who your target customer is. If 40-year-olds are your primary customers, but you are designing and fitting on 20-year-old models, you will either get a lot of complaints, or lose a lot of customers.

ESTABLISH THE OPTIMUM CORE SIZE BODY

You develop samples and fit and evaluate them on only one size. The body that you fit on has to be an unchanging, democratic representation of the diverse universe of customers you are trying to attract. Alvanon can help develop the perfect body to accurately reflect the stature, shape and size of the 'sweet spot' in your customer universe. Then, develop that body as a fit form: it never changes and can be used by every designer, technician and supplier to ensure that they are creating consistently accurate fit across styles and seasons. Your fit model should not dictate your standard; your standard should determine who you select as a fit model.

DEVELOP OPTIMIZED GRADE RULES

How you grade up and down to build other sizes matters, but most brands use standard grade rules and don't even think about the impact. People do not grade linearly, so why do we grade clothing linearly? The body shape of smaller and larger customers is not the same as the shape of our fit model, yet we grade product to have the exact same shape in every size. The result: we don't fit smaller and larger customers very well, we have higher markdowns on those sizes, and those customers end up going somewhere else to buy. Alvanon can help develop the best, optimized, non-linear grade rules that will improve conversion and sell-throughs across the whole size range.

BUILD BLOCKS

Block patterns are templates that, if used properly by your suppliers, ensure accurate and consistent style patterns and perfect shape and balance in all of your products. They also shorten development timelines and reduce the number of samples needed for approval. They can be easily integrated into PLM and tech packs to give all vendors the tools they need to execute your standard, anywhere in the world.

3-D virtual product development and PLM platforms, are enabling faster, more accurate and less costly development, but unless you assess, re-think and re-design your internal processes, you will not see the benefits.

RE-THINK YOUR PROCESS

Most brands create and develop products without ever critically thinking about how inefficient their process is. Technology and communication developments, like 3-D virtual product development and PLM platforms, are enabling faster, more accurate and less costly product development, but unless you assess, re-think and re-design your internal processes, you will not see the benefits. Having the right tools helps, but having the processes, platforms and people in place really makes the difference.

COMMUNICATE

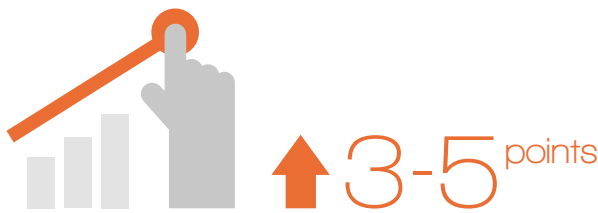
Having the right fit, or different fit options (slim fit, classic fit), is great, but if you do not communicate, educate and market fit information to your customers, in a simple, intuitive and clear manner, they won't know what to buy. Proper marketing and communication around fit, whether in-store or online, can make the difference between converting or frustrating a potential customer. Alvanon can help assess your fit communication and size guidance and develop a plan to engage, capture and convert shoppers into buyers.

EDUCATE

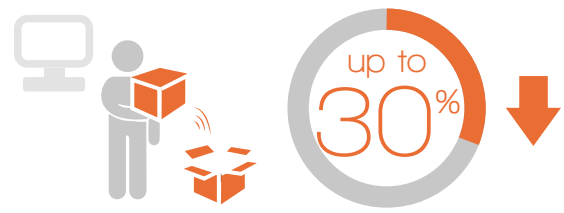
Training internal and external stakeholders on how to take advantage of new tools and processes, and to meet new, heightened expectations for accurate, consistent product, is a critical step in achieving the desired end result of building sales and adding new, loyal customers. Alvanon's 'Professional Development' modules are designed to educate and train internal associates, sourcing offices and vendors alike with 'best practice' understanding, so that you can truly hit the ground running and make fit your brand's competitive advantage.

COST VS. ROI

A comprehensive fit standard validation and development, with all of the steps mentioned above, might seem expensive. Depending on the brand's complexity and number of labels or size ranges offered, a comprehensive project typically costs between \$300,000 and \$500,000. Smaller scale projects, like a simple validation of a brand's current fit standard might cost \$50,000. But when compared to the ROI of getting it right, that cost is fairly insignificant. The average Alvanon client can improve full-price sell-throughs by 3-5 points. They improve conversion rates by 5-10%.



Improve full-price sell-throughs by 3-5 points



Reduce e-commerce returns by as much as 30%

They reduce e-commerce returns by 10% to as much as 30%. And, they build customer loyalty to the brand in the process. The average Alvanon client sees benefits to the bottom line in the millions, to tens of millions, of dollars after the first full season of putting out product that accurately and consistently fits their customers. And, that's only on the front end. Behind the scenes, tens of thousands of dollars are saved in the product development process with fewer samples and faster turn times. At the end of the day, the return on investment, for a brand that gets it right, is priceless.

QUESTIONS?

For more information on how Alvanon can help your brand grow, add customers, build loyalty, improve profitability and speed time to market, contact us at sales@alvanon.com. We have thousands of happy, profitable, growing clients, but we'd really like to help you.

ABOUT ALVANON

Since 2001, the Alvanon Group has leveraged data-driven knowledge to equip leading fashion retailers, brands, designers and manufacturers with world-class growth, customer engagement, product development and supply chain strategies. Alvanon's global consulting team has worked with the world's most successful apparel organizations and amassed a wealth of expertise at every level including design, merchandising, marketing, consumer insights, e-commerce, product development, technical design, manufacturing, sourcing, quality, planning, distribution and training. Alvanon helps its clients across multiple apparel sectors in 89 countries achieve top-line sales growth; higher conversion rates, online and in-store; improve full-price sell-throughs; increase speed to market; reduce returns; align product development processes; and optimize sizing and fit strategies. The group operates from its head office in New York, European headquarters in London and Asian office in Hong Kong. Alvanon also has R&D and manufacturing facilities in Dongguan and Shenzhen in China.

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