



Alvanon Professional Development Series



[v3.1]

alvanon



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Alvanon's Professional Development Series

is designed to update the knowledge and skill sets of your technical and creative professionals in the product development and sourcing processes. We offer global best practices and current market perspectives based on our extensive work around the world. We explain --- in either technical or layman's terms, depending upon the audience --- the key concepts, components, tools and processes needed to improve efficiency and speed to market, along with accuracy and consistency in the area of product fit. Our expert teams not only provide your staff with exceptional training, insight and perspective, we teach them to deal with the day-to-day challenges they face in our ever-changing world of apparel sourcing.

Key Areas of Discipline

- Technical Design
- Product Development
- Merchandising / Design / Buyers
- Marketing
- Sourcing
- Quality / Production

Series Overview

Subjects are organized into focused manageable 'modules', that contain invaluable information, world-class insight, and current market perspective designed to enhance the knowledge base and expertise of all attendees and help to align teams on the subject of fit from product design and development to messaging fit to the consumer.



Introduction Module

This course covers the basic, fundamental information on why fit and fit consistency is important; what a "standard of fit" is, and how to develop an effective one; basic information on developing a size chart; body measurements versus garment measurements; and an overview of the tools required to execute fit consistently from design through the supply chain.

0.1 Apparel Fit: The Basics

Core Modules

There are two core modules that have been specifically developed as the foundation for all subsequent modules and are highly recommended as the starting point for any organization that already has a technical design function or established internal fit standards.

They are delivered in sequence and cover the primary components and objectives of fit and address common challenges that cross functional teams face when creating and developing product on a day to day basis.

1.1 Product Fit: A Technical Perspective

1.2 Key Internal Fit Process

Advanced Modules

After the core modules have been completed, subsequent advanced courses provide more specific subject focus depending on your particular business model and choice of desired curriculum. These advanced courses are tailored toward individual organizational needs that could include specific business objectives, current strategic initiatives, and overall internal professional development goals.

- 2.1 Elements of Blocks
- 2.2 Garment Grade Development
- 2.3 Fit Marketing Communication
- 2.4 Metrics for Measuring Fit Feedback: What is Your Customer Trying to tell You?
- 2.5 Fit Communication for Design and Merchandising
- 2.6 Effective Fit Collaboration: Getting to Approval Faster
- 2.7 How to Use the Fit Form: A Key Tool Apparel Fit Development and Execution
- 2.8 Vendor Partnerships / Getting to Approval Together
- 2.9 Effective Fitting: Best Practices for Success
- 2.10 Elements of Apparel Costing

The series formats are interactive, classroom-style sessions with a presentation, discussion, and Q&A.



Best Practice Modules

Our 'Best Practice' modules are a collection of seminars addressing some unique industry challenges and could also be called our "frequently asked questions" series. These seminars address some of the most current challenges facing apparel brands and retailers today in a format that provides practical, actionable advice for any size company.

- 3.1 Childrenswear
- 3.2 Petite
- 3.3 Plus
- 3.4 3D Virtual Product Development
- 3.5 Regional & Global Expansion
- 3.6 Principles of Market Coverage for an Ethnically Diverse Demographic

The series formats are interactive, classroom-style sessions with a presentation, discussion, and Q&A.

Introduction Module

0.1 Apparel Fit: The Basics

Why Fit Matters

- Brand fit = brand identity
- The retailer stake in fit
- Manufacturing a consistent fit

Consistent Fit

- Essential fit standards
- Defining Blocks and Patterns
- Fit intent and how it works
- The role of grading in fit

Fit Execution

- Tech pack fundamentals
- Best practices for evaluation
- Successful fittings
- Effective Supplier communication

Core Modules

1.1 Product Fit: A Technical Perspective

Defining Fit

- Breaking down the elements of “fit”
- Body size and shape
- Identifying a core body size standard

Key Tools for Achieving Fit Consistency

- Fit Form
- Blocks
- Fit Model
- Grade Rules and Tolerance

Defining Fit Intent

- Ease over body characteristics
- Silhouette and style features
- Single / Multiple body shapes
- Communicating Fit intent

1.2 Key Internal Fit Process

Style Development Overview

- General Process Discussion
- Establishing Fit Intent
- Block selection and spec building

Evaluating Garment Fit

- On the Flat
- On the Fit form
- On the Model

Effective Fittings

- Roles and responsibilities
- Fit Meeting structure and protocols

LEGEND



Commercial
Merchant / Buyer



Creative Team
Designers



Product Developers
Technical Design



Supply Chain
Production

Advanced Modules (Note: Core Modules should be considered a prerequisite)

2.1 Elements of Blocks ■■

Blocks Overview

- Defining a Block
- Block Platforms – Primary, Secondary, style
- Developing blocks to a fit standard (the Form)

Using Blocks in Style Development

- Choosing the correct block
- Building a spec
- Vendor instructions and guidelines

Best Practices for Block Management

- Components of a Block Library
- Ensuring Vendor Compliance

2.2 Garment Grade Development ■■

Grading Overview

- Purpose of garment grading
- Body Growth vs Garment Grade
- How many sets of grade rules do you need?

Garment Grade and Points of Measure

- How are POM's related to Grade
- Technical Fit vs Style POM's
- How POM choice can impact fit

How to Assess Grade Effectiveness

- Validating a grade for implementation
- Best practices for a full sample size set review

2.3 Fit Marketing Communication ■■■

Introduction to Fit Communication

- The What and Why of Fit Communication
- What is Fit Intent?
- Messaging Essentials

Strategy & Tactics

- Where are you now?
- How to Establish Effective Fit Communication
- Optimizing Outcomes

Tools that Engage the Customer

- Size Chart
- How to Measure
- Visuals to Convey Fit Intent

2.4 Metrics for Measuring Fit Feedback: What is Your Customer Trying to Tell You? ■■■

Methods for Gathering Feedback

- Anecdotal
- Ratings and Reviews
- Sales and Returns

Analysis of Feedback

- Defining Context
- Validation of Feedback
- Frequency: When to Analyze

When/How to Take Action

- Implementing Change

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Advanced Modules

2.5 Fit Communication for Design and Merchandising

Key Components to Assess

- Fabric and trims
- Design / Silhouette Features
- Fit / Ease over Body
- Overall appearance / workmanship

Effective Comments

- Use of Common Language
- Organize your observations
- Spec Measurements
- Recognizing your role / area of expertise

Approval Criteria

- Style and Design Elements
- Ease over Body Intent
- Garment Balance / Measurements
- Overall Appearance

2.6 Effective Fit Collaboration: Getting to Approval Faster

Fostering Collaboration

- Aesthetic and Technical Fit
- Building Trust and Respect
- Resolving Internal Conflict

Getting to Approval

- Streamlining Processes
- Structured Fittings
- Productive Outcomes

Roles and Responsibilities

- Defining Fit Ownership
- Fit Stakeholder Accountability
- Senior Management Support

2.7 How to Use the Fit Form: A Key Tool Apparel Fit Development and Execution

Why Use the Form?

- Purpose, Form Types and Features
- Target Customer Differentiation
- Fitting on the Form vs. Fit on Live Model

How to Use the Form

- POMS/HTM Form Measure Landmarks
- Using the form in conjunction with Blocks
- Exercise – Dressing the Form by product type

How to evaluate product on the form

- What are you looking for?
- Exercise – Analyze product on the Form
- Effective Outcomes: Getting to approval faster

2.8 Vendor Partnerships / Getting to Approval Together

Tools (Key Tools for Success)

- AlvaForms
- Blocks
- Grading

Training

- Internal and External Training
- Identifying requirements
- Establish expectations
- Guidelines for Rolling out block program

Measuring Success

- Scorecards
- Vendor compliance and Self Evaluation
- Sample tracking and Approval Metrics

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2.9 Effective Fittings: Best Practices for Success ■

Fit Meeting Preparation

- The importance of preparation
- Product development best practice tips for success
- Establish an Approval Criteria
- Pre fit checklist
- Using the Fit Form

Fit Meeting Execution

- Roles and Responsibilities
- Effective Collaboration
- Strategies for Leading the Fit Meeting
- Dealing with Conflict
- Building Confidence

Post Fit Meeting: What to do next

- R&R: Who Does What
- Communicating Corrections
- Vendor Follow Up

2.10 Elements of Apparel Costing ■ ■ ■ ■

Basic Elements of Cost

- Fabric, trims, embellishments
- Cut, make, processing
- Duties, tariffs, freight, overheads
- FOB versus ELC

IMU & the Retail Perspective

- Components of IMU
- Cost-led pricing versus price-led costing
- Understanding brand objectives

Additional Considerations

- The time factor
- Tradeoffs, compromise, negotiation
- Collaborative decision making and partnerships

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Best Practice Modules

3.1 Childrenswear

Unique Challenges

- The psychology of Childrenswear
- Children across the global marketplace
- Unisex or gender specific sizing?

Building Effective Size Ranges

- Sizing for infants, toddlers and children
- Using data to understand growth patterns
- Managing specialty sizes
- Establishing grade rules

Brand Fit Implementation

- Establishing optimum fit standard sizes
- Tools for manufacturing to spec
- Using fit models and fit forms

Communicating and Marketing Fit

- Age or height – what's important?
- Size names
- Size labeling
- Best practices in communication

3.2 Petite

Why Offer Petite?

- Who is she?
- What makes her different from the Regular size customer?
- Global market opportunities in Petite

Technical Strategies for Petite Sizing

- As an extension of the Regular/Missy line
- Re-block versus flat conversion
- As a separate size category
- Grading implementation

Fit and Aesthetic Considerations

- Full figure and Plus Petites
- Scale and functionality factors
- Validating Petite assumptions

Customer Communication

- Size charts and naming options
- What 'she says' are her shopping challenges
- Fitting marketing tools for E-Comm success

3.3 Plus

Defining Plus Size

- Common body shapes
- Market opportunities
- Category specific challenges

The Importance of Getting The Fit Right

- Comfort, Function and Self Esteem
- Population Diversity in Size and Shape
- Target Market and Desired Size Coverage

Technical Strategies for Plus Sizing

- As an extension of the Regular/Missy line
- As a separate size category
- Grading implementation

Customer Communication

- Size charts and naming options
- E-Comm tools for optimal success

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3.4 3D Virtual Product Development

Why 3D?

- Speed to market
- Customer engagement
- Cost savings

Why now?

- Early attempts at virtual product development
- Technology today: patterns, fabrics and bodies
- Ease of integration

How to get started?

- Testing and implementing 3D in the product development process
- Setting expectations; metrics for success
- Delivering proof of concept
- Building consensus and alignment internally and externally

3.5 Regional & Global Expansion

Key Strategy Considerations

- Regional and Global market coverage overview
- Product type and end use
- Price points and range of demographic coverage

Target Population Demographic

- Stature, Size and Shape, understanding the differences and similarities of these key body characteristics
- Size naming conventions
- Size grade intervals and expectations
- Allocation and size distribution

Communicating Size and Fit (Marketing)

- Size Charts and Equivalencies
- Competitors approach
- Conveying Fit Intent
- Impact of regional wearing preferences

3.6 Principles of Market Coverage for an Ethnically Diverse Demographic

Defining Diversity

- The human body: locally and globally
- The origins of commercial sizing
- Size range differences across the Globe

Understanding Differences and Similarities between Ethnicities

- Stature
- Size
- Body Shape

Technical Strategies for Product

- Regional development
- A global product line
- Considerations beyond product: labeling, marketing, etc.

Meeting the Diversity Challenge: Practices in the Market

- Product offerings
- Specific size ranges
- Ethnic targeted products

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Program Details

CHECK WITH YOUR LOCAL SALES DIRECTOR FOR PRICING INFORMATION.

- A one-day program can be an in-depth class on a single module, or it can be a higher-level overview encompassing two of the standard modules.
- A one-day program can occur in one-day (morning and afternoon sessions), or it can be structured over two consecutive half-days, at the client's discretion.
- To ensure optimum audience learning, interaction and retention, it is recommended that the maximum class size be 30 people. We can accommodate larger audiences by scheduling multiple sessions

LEAVE BEHIND DOCUMENTS:

Abridged presentation in pdf format.

Custom programs can be created to accommodate your needs. If topics vary from our standard offerings, we will quote this training based on time and resources required.



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