

# Fit Standard Validation

Review and analysis of a brand's corporate fit standard including fit forms/avatars, fit models, size charts, size ranges, key garment growth intervals, sales by size, and alpha-numeric size correlations in the context of your target customer demographic and the competitive market landscape to recommend the ideal Fit Standard.



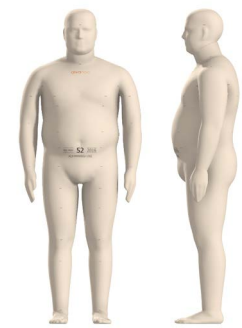
ASTM Missy



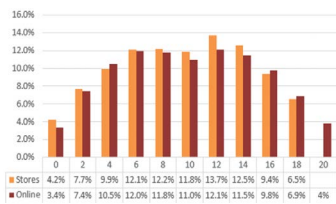
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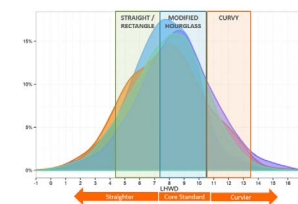
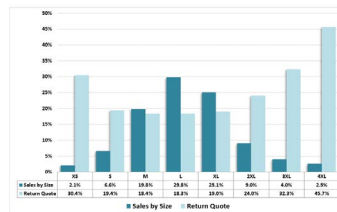
EU Mens



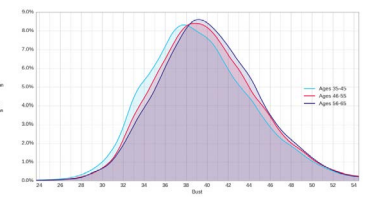
Big Mens



Analysis of sales & returns data: historic sales by size; reasons for returns



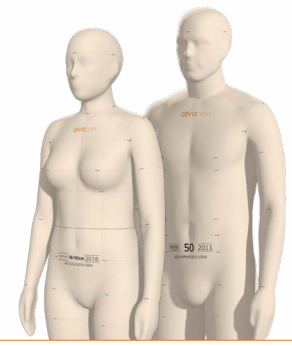
Distributional analysis of the body scan data for stature, size & shaping characteristics



Market coverage of size requirements is quantified from the data set (inferred size prediction)

## Key Benefits

- Data driven analysis that removes emotion from the equation
- Maximize your Market Coverage for today's consumer market
- Optimize your fit standard as a competitive advantage



# Fit Standard Validation

## PROJECT SCOPE (MEN/WOMEN/CHILDREN)

- Review of the corporate fit standard, including size chart, range, core size, fit model(s), fit form, key grade intervals and alpha-numeric size correlations in the context of the target customer demographic and the competitive market landscape.
- Recommend and develop the optimum core size body profile based on the data extracted from the market, highlighting key body shape characteristics in addition to core body measurements.
- Analysis of current fit model(s) and/or fit form highlighting the statistically significant similarities and differences between them and the appropriate target customer database.
- Evaluation of market effectiveness and efficiency of size chart, range, core size, key grade intervals and alpha-numeric correlations to determine if changes or adjustments are recommended to maximize product salability and market coverage.
- Expert recommendations for optimizing the brand's corporate fit standards.

## DELIVERABLES (MEN/WOMEN/CHILDREN)

- Target population charts and graphs highlighting the relevant data for developing key measurements and shape characteristics (Height, Inseam, Bust/Chest, Waist, and Hip)
- Competitor overview (3 – 5)
- Optimal size chart(s) (Bust/Chest, Waist, Hip, Inseam)
- Target core size(s) body measurements & shape characteristics
- Custom core fit size virtual body screenshots highlighting the recommended size, shape, and posture characteristics for body form development for one virtual body
- Comparison of recommended core size with existing standards (fit form, fit models etc.)
- Executive Presentation to occur approximately the number of weeks listed above under "Service and Project Details" and following the kick-off meeting.
- Total Price includes one Executive Presentation of Project's results and one virtual/video conference follow-up Meeting. If Consultant is requested for additional meetings - travel and lodging expenses will be charged and paid by Client.

## CLIENT REQUIREMENTS

The following information must be provided by Client for project timeline to begin:

- Confirmation of target customers' demographic details
- List of key competitors
- Current core body / fit model / fit form measurements and photographs
- Current brand size charts
- Current product specifications for key top and bottom styles
- Sales percentage by size by category

Pricing and Project Scope is subject to change based on individual needs and goals.

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