

Professional Development Series

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alvanon



About Alvanon's PDS

Alvanon's Professional Development Series

Our **Professional Development Series (PDS)** is a hands-on, in-person training series designed to build and enhance the knowledge and skill sets of apparel professionals working in product development, technical, and creative roles.

This series is led by our team of expert consultants and provides industry-leading best practices and current market perspectives based on our extensive work with brands around the world. We'll provide the key concepts, tools, and processes regarding product development, efficiency, speed-to-market, and to address the brand challenges.

We provide your staff, not only, with exceptional training, insight, and perspective but also equip them to better deal with the day-to-day challenges they may face in the rapidly changing world of apparel.

Legend

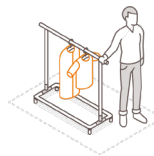
These icons illustrate the intended audience for each class.



Product Developers
& Technical Design



Creative Team
Designers



Commercial
Merchant / Buyer



Supply Chain
Production



Program Details

The **PDS** program is comprised of four, focused **modules**: Introduction, Core, Advanced, and Best Practice.

Each module is designed to enhance the knowledge base and expertise of all attendees and help align teams on the subject of fit – from product development to messaging fit to the consumer.

- Programs can be in-depth classes on a single module, or higher-level overviews encompassing two or more of the standard modules.
- At a client's discretion, programs can be scheduled across a single day (morning and afternoon sessions), or divided into two, consecutive half-day sessions.
- To ensure optimum learning, interaction, and retention, we recommend that class sizes not exceed 30 people. We can accommodate larger audiences by scheduling multiple sessions.
- Custom programs can be created to accommodate varying needs.

Introduction Module

The Introduction Module covers the basic, fundamentals of apparel fit: Why Fit Matters, What a “Standard of Fit” Is, and How to Execute Effectively. This module is great for anyone looking to familiarize themselves with apparel fit for the first time or add an apparel category.

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 & Patterns?
- Fit Intent & 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

Core Modules deliver the primary components and objectives of fit. They address common challenges that cross-functional teams face when creating and developing product on a day-to-day basis. These modules are foundations for all subsequent modules and should be considered pre-requisites for any Advanced Modules.

1.1 Product Fit: A Technical Perspective



Defining Fit

- Breaking Down the Elements of “Fit”
- Body Size & Shape
- Identifying a Core Body Size Standard

Key Tools for Achieving Fit Consistency

- Fit Forms, Blocks, Fit Model
- Grade Rules & Tolerance

Defining Fit Intent

- Ease Over Body Characteristics
- Silhouette & Style Features
- Single / Multiple Body Shapes
- Communicating Fit Intent



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1.2 Key Internal Fit Process



Style Development Overview

- General Process Discussion
- Establishing Fit Intent
- Block Selection & Spec. Building

Evaluating Garment Fit

- On the Flat
- On the Fit Form
- On the Model

Effective Fitting

- Roles & Responsibilities
- Fit Meeting Structure and Protocols

Advanced Modules

After core modules have been completed, these advanced courses are offered. They 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



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 & 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 (POM)

- 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 Measuring Fit Feedback: What is your customer telling 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

2.5 Fit Communication for Design & Merchandising



Key Components to Assess

- Fabric & 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 & Design Elements
- Ease over Body Intent
- Garment Balance / Measurements
- Overall Appearance



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2.6 Effective Fit Collaboration

Reaching Approval Faster



Fostering Collaboration

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

Getting to Approval

- Streamlining Processes
- Structured Fittings
- Productive Outcomes

Roles & Responsibilities

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

2.7 How to Use the Fit Form:

A Key Tool in Apparel Fit Development and Execution



Why Use the Form?

- Purpose, Form Types, & Features
- Target Customer Differentiation
- Fitting On A Form vs. A 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

Reaching Approval Together



Key Tools for Success

- AlvaForms
- Blocks
- Grading

Training

- Internal & 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 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

2.11 Elements of Apparel Costing



Basic Elements of Cost

- Fabric, Trims, & Embellishments
- Cut, Make, and Processing
- Duties, Tariffs, Freight, Overheads
- FOB vs. ELC

IMU & The Retail Perspective

- Components of Initial Mark Up (IMU)
- Cost-led Pricing vs. Price-led Costing
- Understanding Brand Objectives

Additional Considerations

- The Time Factor
- Tradeoffs, Compromise, Negotiation
- Collaborative Decision Making and Partnerships

Best Practices 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 (Slim, Plus, and Husky)
- 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 Opportunity

Technical Strategies for Petite Sizing

- As an Extension of The Regular/Missy Line
- Re-Block Vs. 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
- Fit Marketing Tools for E-Comm. Success

3.3 Extended Sizing



Defining Extended Sizing

- Common Body Shapes
- Market Opportunities
- Category-Specific Challenges

The Importance of Getting the Fit Right

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

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 / Alignment Internally & 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 Regional Expectations
- Allocation and Size Distribution

Communicating Size and Fit (Marketing)

- Size Charts and Equivalencies
- Competitor's Approach
- Conveying Fit Intent
- Impact of Regional Wearing Preferences

3.6 Market Coverage:

Principles 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 & 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

- Product Offerings
- Specific Size Ranges
- Ethnic Targeted Products



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