

Professional Development Series



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About **Alvanon's PDS**

Our **Professional Development Series (PDS)** is a hands-on, training series designed to enhance the knowledge and skill sets of apparel professionals. We present the key concepts, tools, and processes regarding product development, efficiency and speed-to-market with a goal of enhancing cross-functional team relationships and alignment.

We provide teams of technical and creative designers, as well as merchants and product developers, with exceptional training, insight, and perspectives that equip them to make better and more timely business decisions.

The series is led by our team of industry expert consultants and provides insight to best practices and current global market perspectives.

Training is most effective when conducted in person to provide a hands-on and collaborative environment for the cross-functional teams. In today's world we understand the evolving nature of work place flexibility and can discuss options that are best for you.

Professional Development Series



Program Details

The **PDS program** topics are grouped into three main sections: Fundamentals of Fit, Core Strategies in Product Development and Specialized Strategies in Fit and Sizing.

Each module is designed to enhance the knowledge base and expertise of all attendees as well as build upon cross-functional team collaboration and alignment.

- Classes are organized basic to advanced. One could select a stand-alone singular introductory training or build a more in-depth programming by combining multiple modules together.
- 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, class size is limited to 30 per session. We can accommodate larger audiences by scheduling multiple sessions.
- If after reviewing our course offering you don't see a program that suits your unique needs, custom programs can be created. Just reach out to your sales person, they will be happy to review all the options with you.

Fundamentals of Fit

These courses are meant to provide an introduction of core concepts and create a foundation for further learning.

0.1 Apparel Fit:

The Basics



Why Fit Matters

- Brand Fit = Brand Identity
- The Retailer's 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

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 Models
- Grade Rules & Tolerance

Defining Fit Intent

- Ease Over Body Characteristics
- Silhouette & Style Features
- Communicating Fit Intent

1.2 Effective Garment Evaluation:

Using the Tools



Why Use the Form

- Purpose, Form Types, & Features
- Target Customer Differentiation
- Fitting On a Form vs. a Live Model

How to Use the Form

- Points of Measure & Using 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



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1.3 Key Internal Fit Process:

Where and How to Start



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 & Protocols

1.4 Elements of Blocks:

Critical Tools in Development



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

1.5 Garment Grade Development:

Core Understanding and Application



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



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Core Strategies in Product Development

With a focus on leveraging your internal talent and bringing product from concept to commercialization, these offerings build off the Fundamentals of Fit. They go deeper into some of the more technical aspects.

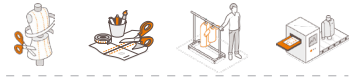
2.1 Digital Product Creation:

Engaging, navigating and integrating 3D into the Product Development Process

Setting up for Success - How to Get Started

Navigating successful organizational adoption

The Journey, Tools and Adoption



- Where Are You on Your Journey?
- Applications for 3D
- Adoption
- Standardization in 3D
- Fabric Testing & Libraries
- Evaluations in 3D - Calibrating Your Eye
- Using 3D Tools
- Garment Grade Review & Virtual Size Sets
- 3D Standards Manual
- Who, What, Where, When, & How
- Building Trust & Navigating Change
- Buying Into Digital Product Creation
- Practical Considerations

2.2 Effective Fit Collaboration:

Fostering Collaboration

Communication for Design & Merchandising

Getting to Approval

Roles & Responsibilities

Approval Criteria

Reaching Approval Faster



- Aesthetic & Technical Fit
- Building Trust & Respect
- Resolving Internal Conflict
- Key Components to Assess
- Effective Comments
- Streamlining Processes
- Structured Fittings
- Productive Outcomes
- Defining Fit Ownership
- Fit Stakeholder Accountability
- Senior Management Support
- Style & Design Elements
- Ease Over Body Intent
- Garment Balance & Measurements
- Overall Appearance



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2.3 Effective Fittings:

The Path to Fit Approval



Fit Meeting Preparation

- Product Development Tips for Success
- Establishing an Approval Criteria
- Pre-Fit Checklist
- Using the Fit Form

Fit Meeting Execution

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

Post Fit Meeting: What To Do Next

- Roles & Responsibilities: Who Does What?
- Communicating Corrections
- Vendor Follow Up

Adapting Fittings for In-Person, Virtual and Hybrid Environments

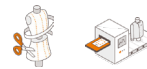
- Practical Considerations When Some Attendees are Remote
- Calibrating the Eye to Assess Fit & Style Virtually
- Pros and Cons of Each Fitting Environment

Creating a Fit Meeting Protocol

- Attendees and Roles & Responsibilities
- Objectives & What to Review
- Logistics of the Fitting

2.4 Effective Technical Communication:

Internal & External



Clear, Concise & Consistent Written Communication

- Organizing Comments & Using Templates
- Standardized Terminology

Using Words & Images Effectively

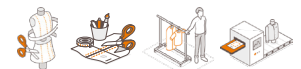
- Tips for Better Photography When Communicating Fit & Technical Comments
- Why Visuals can be Better than Words?

Creating Content for Technical Specifications

- Content for Development vs. Production
- Examples of Good / Better / Best

2.5 Elements of Apparel Costing:

Introduction and Key Considerations



Basic Elements of Cost

- Fabric, Trims, & Embellishments
- Cut, Make, & Processing
- Duties, Tariffs, Freight, & Overheads
- Freight/Free on Board vs. Estimated Landed Cost

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 & Partnerships



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2.6 Textile Appreciation:

An Introduction



Overview of Fibers

- Natural Fibers
- Man-Made Fibers

Basic Fabric Construction

- Woven Fabrics
- Knit Fabrics

Overview of Spinning, Dyeing, and Finishing Fabrics

- Fiber to Fabrics

Informed Choices & Sustainability

- Sourcing & Fabric Choices

2.7 Fit Marketing Communication:

Engaging with your consumer



Introduction to Fit Communication

- The What & 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 Charts
- How to Measure
- Visuals to Convey Fit Intent

2.8 Measuring Fit Feedback:

What is your customer telling you?



Methods for Gathering Feedback

- Anecdotal
- Ratings & Reviews
- Sales & Returns

Product Wear Testing in the Development Process

- Why & When to Wear Test
- Conducting a Wear Test & Gathering Actionable Results
- Flowing Results into Production

Analysis of Feedback

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

When/How to Take Action

- Implementing Change



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2.9 Vendor Partnerships:

Reaching Approval Together



Key Tools for Success

- AlvaForms
- Blocks
- Grading
- Common Language

Training

- Internal & External Training
- Identifying Requirements
- Establish Expectations
- Guidelines for Rolling out Block Program
- Vendor Fit Certification Program

Measuring Success

- Scorecards
- Vendor Compliance & Self Evaluation
- Sample Tracking & Approval Metrics

Core Strategies in Fit and Sizing

This programming is designed to provide a set of tools and a broader understanding as you launch into new business opportunities or look to optimize current processes.

3.1 Understanding Stature and Body Shape to Create Product for a Diverse Market:

Inclusive Sizing for Multiple Statures and Shapes



How it Influences Fit

- Diversity in Target Demographic
- Shape Evolution Across Customer Ages
- Differences in Stature Distribution
- Myths About Shape & Ethnicity
- Influencing Style & Design

The pros and cons of offering Multiple Shapes

- Customer Satisfaction
- SKU Count - Impact to the Business
- Customer Considerations & Communication

Technical Strategies

- Understanding Fit Intent vs. a Different Body Type
- Impact of Wearing Preference
- Managing Multiple Standards
- Understanding Difference in Grading by Region
- When to Employ Conversions



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3.2 Understanding Kids Sizing:

From Birth to Young Adult



Unique Challenges

- The Psychology of Childrenswear
- Children Across the Global Marketplace
- Unisex or Gender Specific Sizing

Building Effective Size Ranges

- Sizing for Infants, Toddlers, Children, & Young Adults
- Using Data to Understand Growth Patterns
- Managing Specialty Sizes (Slim, Plus, & Husky)
- Establishing Grade Rules

Brand Fit Implementation

- Establishing Optimum Fit Standard Sizes
- Tools for Manufacturing to Spec
- Using Fit Models and Fit Forms

Communicating & Marketing Fit

- Age or Height — What's Important?
- Size Names
- Size Labeling
- Best Practices in Communication

3.3 Plus Women/Big Men:

Inclusive Sizing for Larger Bodies



Defining Extended Sizing

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

The Importance of Getting the Fit Right

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

Technical Strategies for Plus/Big Sizing

- As an Extension of the Regular Line
- As a Separate Size Category
- Grading Implementation Considerations

Customer Communication

- Size Charts & Naming Options
- E-Comm Tools for Optimal Success

3.4 Petite/Short/Tall:

Inclusive Sizing for Different Statures



Why Offer Multiple Stature Options

- Who Are They?
- What Makes Them Different from the Regular Size Customer?
- Global Market Opportunity

Technical Strategies for Stature Sizing

- As an Extension of The Regular Line
- Re-Block Vs. Flat Conversion
- As a Separate Size Category
- Grading Implementation

Fit & Aesthetic Considerations

- Full Figure and Plus Petites
- Scale & Functionality Factors
- Validating Stature Assumptions

Customer Communication

- Size Charts & Naming Options
- What Are Their Shopping Challenges?
- Fit Marketing Tools for E-Comm Success



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3.5 Unisex/Non-Gendered Apparel:

Inclusive Sizing for a Changing Market



Business Potential

- How a Target Market Generation May Impact Business Opportunities
- New Category Growth
- SKU, Development & Retail Space Rationalization

Application in Uniforms

- Non-Gendered Apparel / Gendered Fit
- Functional Fit

Application in Fashion

- Genderless Fashion: What Does That Mean?
- Size Charts & Customer Communication

Technical Execution

- Anatomical Challenges
- Growth Intervals
- How & When to Make Compromises
- How to Employ 3D in the Process



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