**alvanon**

**The Global Apparel Business Expert**

**pressrelease**

**C&A recognized for outstanding ‘fit’ consistency on its collections**

**DUSSELDORF, GERMANY, 30 JUNE 2015.**  Alvanon, a leading global apparel business expert, has announced that C&A Buying GmbH & Co has been awarded the highly respected AlvaInside Certification, the world’s first and only professional accreditation dedicated to apparel fit consistency. The AlvaInside Certification is awarded to C&A for its efforts to establish a more consistent fit for products across its size range. As a result of the certification C&A is now using the AlvaInside logo and ‘Consistently Accurate Fit Certified by Alvanon’ on specified garment labels in its latest Autumn/Winter 2015 ladieswear and denim ranges.

Developed by Alvanon’s strategic team of apparel consultants, AlvaInside is awarded to client companies who can demonstrate consistency in the execution and implementation of fit across the apparel development process. Alvanon advised, supported and audited C&A’s product development and strategic fit practices over a ten month period during which the retailer revised its processes and tools in line with current ‘best practice’.

As Helen Walczak, head of ladieswear PD&D C&A Buying GmbH & Co. explained: “We are very pleased to have been awarded the AlvaInside fit certification. Over the past year we have tackled head-on the challenge of delivering consistent fit across our key fashion, denim and lingerie ranges.” Jackie Lewis, unit leader of technical services, C&A Buying GmbH added: “With Alvanon’s support we have worked tirelessly to understand our customer demographic and apply best practice and consistency to our product development practices and processes. Alvanon’s expertise and evaluation has been invaluable.”

Ed Gribbin, president, Alvanon, Inc. and lead consultant on the C&A AlvaInside audit said: “What C&A has achieved in such a short space of time is outstanding. It has recognised that aligning product development processes, implementing best practice at every level and executing accurate, consistent fit is the way to increase customer satisfaction and brand loyalty thereby driving sales, growth and profitability. “He concluded: “It is immensely difficult to achieve an AlvaInside certification and C&A is a very worthy recipient.”

**About C&A**

With more than 1,575 stores in 21 European countries and more than 35,000 employees, C&A Europe is one of the leading fashion retail businesses in Europe. C&A Europe welcomes and provides more than two million visitors per day with good quality fashion at affordable prices for the entire family. C&A Europe is an enterprise of Cofra Holding AG. In addition to its European stores, C&A also has a presence in Brazil, Mexico and China.

For more information visit: www.canda.com.

**About Alvanon**
Alvanon was founded in 2001 when it launched a unique and innovative data-driven approach to solving the challenges of sizing and fit inherent in the apparel industry. Since that time it has evolved into a global apparel business expert and advises the world’s leading brands, retailers, corporate clothing and sportswear companies on how to align their internal teams, processes and supply chains; engage with best practice and consumers; optimize profitability; and achieve their growth objectives.  It has amassed a wealth of expertise across every discipline including consumer analytics, conceptual and technical design, product development, manufacturing, sourcing, quality, planning, distribution, merchandising, marketing, e-commerce, and training. Alvanon serves clients in 89 countries 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 Donguan and Shenzhen in China.

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