



ASBCI Autumn Conference – What makes the Perfect Fit?

Halifax, United Kingdom, 8th November. The Association of Suppliers to the Clothing Industry (ASBCI) recently held their latest conference at the Queens Hotel in Leeds, providing delegates with the latest update on a subject that is ever changing and always in demand, garment **Size and Fit**.

The event was the latest of the initiatives provided by ASBCI on the subject, following the Spring 2015 conference and the publication of the Technical Handbook **'Apparel Size and Fit – A Definitive Guide'** in October 2015.

The event typically saw a diverse mix of speakers, from retailers like Harvey Nichols, Marks and Spencer and Matalan as well as solution providers including Lectra, Fits.me and Human Solutions.

The event was sponsored by Lectra and also Alvanon, whose President Ed Gribbins was the 'Key Note' speaker on the day. Considered to be the retail, apparel and fashion industry's leading consulting firm, Ed talked about how 'Size and Fit' plays its part in the ever changing world of Fashion Retail. Technology is having a bigger impact on design and production than ever before, affecting not only the perfect fit for the consumer but the production times themselves, enabling some retailers to introduce more lines more frequently and getting it right first time, based on the increased emphasis on consumer insight and data.

When stressing the points around speed to market, Ed stated *"Everyone has ways where they can get faster – speed matters because customer engagement matters."*

Other speakers on the day, included representatives from Kantar Worldpanel UK, Invista (owner of the Lycra brand), Select Research, WhichPLM and Shop Direct.

Other areas of discussion were around the history of size and fit, including how size has changed over the past 20 years, leading to the vanity sizing. Also, how technology is more and more at the forefront for the manufacturer and the consumer in dealing with changes and variations. There is also a need for targeted and meaningful internal and customer communications for retailers and how getting it wrong can impact margins because of high levels of returns. The full agenda for the day was as follows:

'SPEED TO MARKET – SEE NOW, BUY NOW' - Ed Gribbin, President, Alvanon UK

'MARKET TRENDS ON THE EXPANDING NATION' - Jag Purewal, Strategic Insight Director, Kantar World Panel

'THE BENEFITS OF VIRTUAL FIT' - Mark Powell, Solution Specialist, Lectra UK and David Goodwin, Head of Global Technical Services at Matalan

'THE REALITY OF SIZE – FIT FOR EVERYBODY, EVERYWHERE' - Dawn Brazier, Fit Development Manager, Marks & Spencer

'THE LYCRA®FIT FINDER: NEW DEVELOPMENTS IN HOSIERY FIT' – Jane Gwyther, EMEA Marketing Manager, Sock Segment, INVISTA
Richard Barnes, CEO/Founder, Select Research

‘MANAGING FIT STRATEGY IN AN INCONSISTENT WORLD’

Rebecca Conway, Product Fit Executive and Anna Goumal, Senior Product Editor, Harvey Nichols

‘FIT USING THE CLOUD’ - Peter Berninger, Associate Director Manufacturing, Human Solutions

‘3D FIT: REVOLUTION NOT EVOLUTION’ - Ben Hanson, Editor & Researcher WHICHPLM 3D report.

‘NEW HORIZONS IN CONSUMER FIT SOLUTIONS - HOW ADVANCED ‘SEARCH BY FIT’ TOOLS CAN WIN CUSTOMER LOYALTY AND COMPETITIVE ADVANTAGE’ -

Paul Pällin, Chief Scientist + Co-Founder, FITS.ME

‘SIZING VS RETURNS’ - Laura Rourke, Head of Technology, Shop Direct

As margins are continually under pressure, the optimized process and the perfect fit are continually significant to the bottom line. Not only to ensure speedy and updated fashion lines but also to reduce returns by delivering ‘right first time’ customer solutions.

ASBCI Chairman Alistair Knox said “ASBCI was delighted to have such an experienced and knowledgeable range of speakers, with a room of over 150 delegates, with some new faces as well as some organisations who have attended our previous ‘Size and Fit’ conferences, coming today to further their knowledge and understand on the subject. We can see for ourselves that ‘Size and Fit’ is always changing and always vital to the fashion ranges of our members and non-members alike.”

About the ASBCI

The Association of Suppliers to the British Clothing Industry (ASBCI) is a not-for-profit UK-based organisation with a membership that represents all key sectors of the clothing and textile supply chain. Formed in 1973, it is the only forum of its kind where component suppliers and fabric producers can exchange ideas and knowledge with designers, retailers and garment cleaning specialists. It operates without commercial preference and its impartial stance makes it a unique organisation, within an intensely competitive industry, where members can meet, discuss issues and share their experiences – all together, at one time, in one place. Visit

www.asbci.co.uk

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