



## Press Release

### **Fit for purpose – ASBCI launches the definitive guide on apparel size and fit.**

**Halifax, United Kingdom, 21<sup>st</sup> July 2015.** On the back of the hugely successful ‘Fit Factor’ conference earlier in the year, ASBCI are delighted to announce the launch of the eagerly awaited ‘**Apparel Size and Fit – A definitive guide**’ technical handbook.

The handbook is a collaboration of international industry experts, many of whom presented at the sell-out sizing and fit conference held in Peterborough.

This is the latest handbook produced by the ASBCI covering key technical topics relating to the fashion industry. Each handbook serves as an essential introduction and guide to best practice.

**Apparel size and fit** has long been a major source of frustration for manufacturers and customers alike, resulting in wasted time and money for all concerned. Therefore, this definitive guide provides a ‘Bible’ for all involved in apparel design, product development, retail, quality, sourcing, merchandising and marketing, because getting it right generates increased sales, fewer returns, higher profits, accelerated speed to market and increased customer loyalty through higher levels of satisfaction.

This comprehensive guide includes sections on ‘**What does size mean to the customer?**’, ‘**Anthropometrics and Size Surveys**’, ‘**Size systems and labels**’, ‘**Pattern Design and Grading**’, ‘**Fitting and Quality Control**’ and ‘**Made to Measure and Mass Customisation**’.

Speaking about the launch of this latest handbook, ASBCI Chairman Dr. Alistair Knox said “This is a reflection of the collective knowledge of many leaders in the field of garment sizing & fit, and the associated technologies. It is a long-overdue source of information to support the various conferences and exhibitions the ASBCI has hosted in recent years.”

“I would like to thank all the contributors, who have given their valuable time to help in producing this pioneering publication.”

To find out more about this industry leading publication and how to place an order, please visit <http://www.asbci.co.uk/publication/handbooks>

### **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](http://www.asbci.co.uk)

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