



Press Release

ASBCI Conference - Fashion Fit For The Future - 11th October 2016

Halifax, United Kingdom, 18th August 2016. ASBCI is delighted to announce its **'Size and Fit'** conference for Autumn 2016. It is the latest of its initiatives on the subject that reflects the continuing importance, relevance and interest in the subject.

'Fashion Fit For The Future – Better, Faster, Smarter' will be held at the Queens Hotels in Leeds and the event is sponsored by Alvanon and Lectra. It follows in the footsteps of the hugely popular **'Fit Factor'** conference in Spring 2015 and the launch of ASBCI'S Technical handbook **'Size and Fit – a definitive guide'**.

Alvanon President Ed Gribbin, will also return as the key note speaker on the day.

Ed leads Alvanon teams around the globe helping fashion industry clients develop and implement growth strategies and solutions disciplines ranging from marketing and merchandising to product development and supply chain. Ed is widely recognized as one of the world's leading authorities on apparel sizing and fit and serves numerous global organizations dedicated to the success of the retail, apparel and textile sectors.

Lectra is a leading global supplier of CAD/CAM systems widely used in the fashion industry for product development and manufacturing purposes.

In addition, there will representation from other leading authorities in the arena including Marks and Spencer, Shop Direct, Matalan, Harvey Nichols, Matalan, Human Solutions and Fits.Me.

The day itself will be packed with the latest information, data and predictions for the future of **Size and Fit** within the fashion and retail industries. The conference hosts will be **Leonie Barrie**, Managing Editor of Just Style, who are the Media Sponsors and **Julie King**, Head of Fashion for Northampton University and ASBCI Event Director.

ASBCI Chairman Alistair Knox said:

Getting the perfect fashion fit is a crucial element of the fashion supply chain and rightly so. As such, the ASBCI has made this area a key focus and I am delighted that we are able to offer this conference to members and non-members alike, with a host of established and new speakers on the day. In March 2015, the 'Fit Factor' conference was very successful; I see the event on October 11th as continuing the theme of addressing developments in this vital area.

The conference takes place at the Queens Hotel at City Square in Leeds on Tuesday 11th October. Registration is from 9am and places can be booked via the ASBCI: www.asbci.co.uk – 01422 354666 – office@asbci.co.uk

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

For further information please contact: Garry Knox on 01422 354666 or email garry@asbci.co.uk