

 <p>Association of Suppliers to the British Clothing Industry</p>	<p>ASBCI INDUSTRY CONFERENCE</p> <h2>THE FIT FACTOR</h2> <p>World class wisdom on fashion sizing and fit.</p> <p><i>Corporate sponsors: Alvanon + Lectra UK Media sponsor: just-style</i></p>	<p>Thursday 5th March 2015</p> <p>10.00am to 4.00pm</p> <p>Peterborough Marriott Hotel Sir Henry Royce Suite</p>
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SAVE THE DATE

ASBCI conference: 'The Fit Factor – world class wisdom on fashion sizing and fit'

Thursday 5th March, Peterborough Marriot Hotel, 10am-4pm

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The ASBCI (Association of Suppliers to the British Clothing Industry) will take on the topic of size and fit for its next fashion industry conference, '**The Fit Factor – World class wisdom on fashion sizing and fit**' on **Thursday 5th March** at the **Peterborough Marriott Hotel**.

The elusive art of sizing and fit remains a source of frustration on a global scale for manufacturers, retailers, the supply chain and customers alike. The combination of varying body shapes and physiques throughout populations, and the interpretation of international size conversions pose complex and fast-moving challenges for garment production in both domestic and international markets.

The sophisticated global shopper wants perfection, which places immense pressure on companies at retail and in the supply chain to successfully execute 'right first time fit' in order to improve conversion rates, increase sales and sustain brand loyalty. Retailers are spending big money on body shape analysis and virtual solutions to better understand and improve fit standards. Knowledge is power and providing customers with clear information on sizing and fit will empower them to make more informed decisions on which brands, styles and shapes offer them their best fit experience.

PRESS BULLETIN JANUARY 2015

'The Fit Factor' aims to help fashion professionals transform the less than favourable consumer perception of fashion sizing and fit. It will include a 'Savile Row' master class in the fundamental practice of taking accurate fit measurements for men and women. In addition experts from apparel fit consultancies, retail, manufacturing and technology will deliver 'best practice' solutions to mass production versus made-to-order dilemmas, and niche product issues. Intelligence on innovative sizing and fit strategies and 3D technologies of the future will also offer great insights into new ways to serve the customer better.

Confirmed speakers include: **Alvanon, Marks & Spencer, Henry Poole & Co; Savile Row, C&A, Tesco Stores, Kantar Worldpanel Fashion, BMB Clothing and just-style.com**

The full speaker line-up and conference agenda will follow in shortly.

-Ends-

For further details or to book your complimentary place at the conference please contact Louise Adu at office@asbcj.co.uk or by calling 01422 354666. Web: www.asbcj.co.uk, Facebook: www.facebook.com/asbcj Twitter: www.twitter.com/asbcj LinkedIn: www.linkedin.com/company/asbcj

Notes to Editors

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 1992, 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.