



Mechanics of Fit Online course

Introduction

The **Mechanics of Fit** is based on one of Alvanon's most popular professional development workshops. The course covers the fundamentals of fit, how it's defined, created and maintained and how it directly impacts market success through successful fit alignment, consistency and communication.

The course is a deep dive for all involved in the development process on the importance of fit to you, your customers and your brand.

Key learning outcomes

By the end of the course, participants will be able to:

- Explain why fit matters and how it directly impacts market success, especially for brands selling across multiple channels
- Define fit and understand what is under control of the product development team and what is not
- Understand the tools and processes for delivering fit consistency from concept to retail

Who this course is for

This course is highly recommended for all types of organisations: brand, sourcing office, trading company and vendors. The training content is well-suited for team members in technical design, product development, merchandising, sourcing and production. It is extremely effective for aligning teams on fit development, especially when members come from diverse functional backgrounds.

Format

The course is self-paced and includes a **pre-assessment test, 3 modules of interactive instruction and a final assessment**. All participants who complete the course will receive an Alvanon Certificate of Completion. The recommended commitment for the course is a minimum of **1 hour per week over a 3 week period**.

Course outline

Module 1: Why fit matters

What is fit and why it matters

Brand identity and alignment

Elements of fit

- Aesthetic vs. Technical vs. Personal

Wearing preferences

Body size and shape

Contact us

Please contact your Alvanon sales representative or reach us at hello@motif.org for further information.



The instructor

For 20+ years **Emily Robertson Hood** has led teams of Engineers, QA, Patternmakers, Graders, and Technical Developers in the fit, construction and global manufacturing of apparel products ranging from denim to down. She has led teams at Levi Strauss & Co., Lands' End, and Eddie Bauer. Emily developed her own line of apparel and sold it from her retail location, as a result she understands the problems both a global business and the small independents face.

Fit intent

- Ease over body
- Silhouette and style
- Communicating fit internally

Brand core standards

Module 2: Consistency of fit

What is fit consistency?

Manufacturing consistency

Tools for consistency

Achieving fit consistency

Module 3: Fit and process

The typical product development process

How fit fits in the overall process

Tools in the product development process

Fit ownership and the development process

Effective product evaluation



Alvanon Certification of Completion
for successful course participants

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MOTIF

This course is available on MOTIF, the apparel knowledge hub.
To learn more about MOTIF, please visit motif.org.

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