

## 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.



Approved with Credit

The Textile Institute's brand is an international sign of excellence. Learn more at [textileinstitute.org](http://textileinstitute.org).

## Contact us

Please contact your Alvanon sales representative or reach us at [hello@motif.org](mailto:hello@motif.org) for further information.

## 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

## 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

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## Module 2: Consistency of fit

### What is fit consistency?

### Manufacturing consistency

### Tools for consistency

### Achieving fit consistency

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## 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

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**Alvanon Certificate of Completion**  
for successful course participants

## About Alvanon

When Alvanon was founded in 2001 it was focused on solving the sizing and fit challenges inherent in the apparel industry. It has since evolved into a global company, shaping the future of fit through modern technology and an innovative data-driven approach.

Today, Alvanon operates as advisor to many of the world's leading apparel organizations – helping them improve their fit for and engage more intimately with the modern-day consumer.



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# MOTIF

This course is available on MOTIF, the apparel knowledge hub. To learn more about MOTIF, please visit [motif.org](http://motif.org).