



# The Fit Form: A Critical Standard for Product Development

## Online course

### Introduction

**The Fit Form** Course covers the fundamentals and best practices for the use of a fit form, dummy or mannequin. The fit form is an essential tool in any product development process. Learners will take away an understanding of the importance of the fit form as well as learn industry best practices for using the fit form to maintain core size standards and brand loyalty.

### Key learning outcomes

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

- Understand the role of a fit form in the product evaluation process
- Define the role of fit tools
- Correctly use the AlvaForm fit form

### Who this course is for

This course is suited for any team member who is using a fit form for the first time or who would like a refresher on best practices for fit forms within a product evaluation process.

### Format

The course is self-paced and includes **3 modules of interactive instruction, exercises and knowledge assessments**. The course comprises **90 minutes of learning material**. All participants who complete the course will receive an Alvanon Certificate of Completion.

### Course outline

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#### Introduction

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#### Module 1: The fit form

**What is a fit form?**

**Target customer differentiation**

**Form purpose**

**Different form types**

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#### Module 2: How to use the fit form

**Fit form features**

**Alvaform markers activity**

### Contact us

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

## The instructor



**Tracy Rickert** has over 20 years of apparel retail, design and management experience. She held a variety of management positions at Target Corporation, including Group Manager, Product Design and Development, and Project Manager for Missoni for Target Apparel and Home. Most recently, Tracy supervised a team of 15 Chemical and Textile Engineers and Fabric Managers at Target in the development of raw materials for owned brand apparel. She also led an industry task force comprised of top retailers with the goal of reducing textile waste in landfills. She is a passionate innovator, committed to sustainability initiatives to reduce water, energy, and chemicals in retail and manufacturing.

## Module 3: Methods for evaluating garment fit

### The steps in garment evaluation activity

#### Evaluating garment fit

#### Flat measurement evaluation

#### Fit form evaluation

#### Fit model evaluation



**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).