alvanon

We make clothing fit better.

Solving Fashion's Most Expensive Problem With Sizing

Sara Canali x IACDE Italia 17.7.2025
Market Development Director Italy, CH

Size matters

Alvanon's data-driven sizing solutions create consistency across the entire apparel lifecycle, from design and manufacturing to e-commerce and retail.

From digital tools to physical standards, body data, and consumer analytics, we help brands ensure every garment is sized as intended—reducing production cost, improving brand efficiency, and building lasting customer trust.

Alvanon Global Offices
Alvanon Fit Studios

Fit strategies for
+250
Global brands
Developed
+10.000
Fit and sizing standards
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DATA & RESEARCH

+2M

of body scans worldwide

Posture, shape and size by gender, age, location and ethnicity

Data is aggregated and analyzed to **quantify target customer** size, shape and stature

We also use anthropometrical studies from governments and universities World Health Organization data

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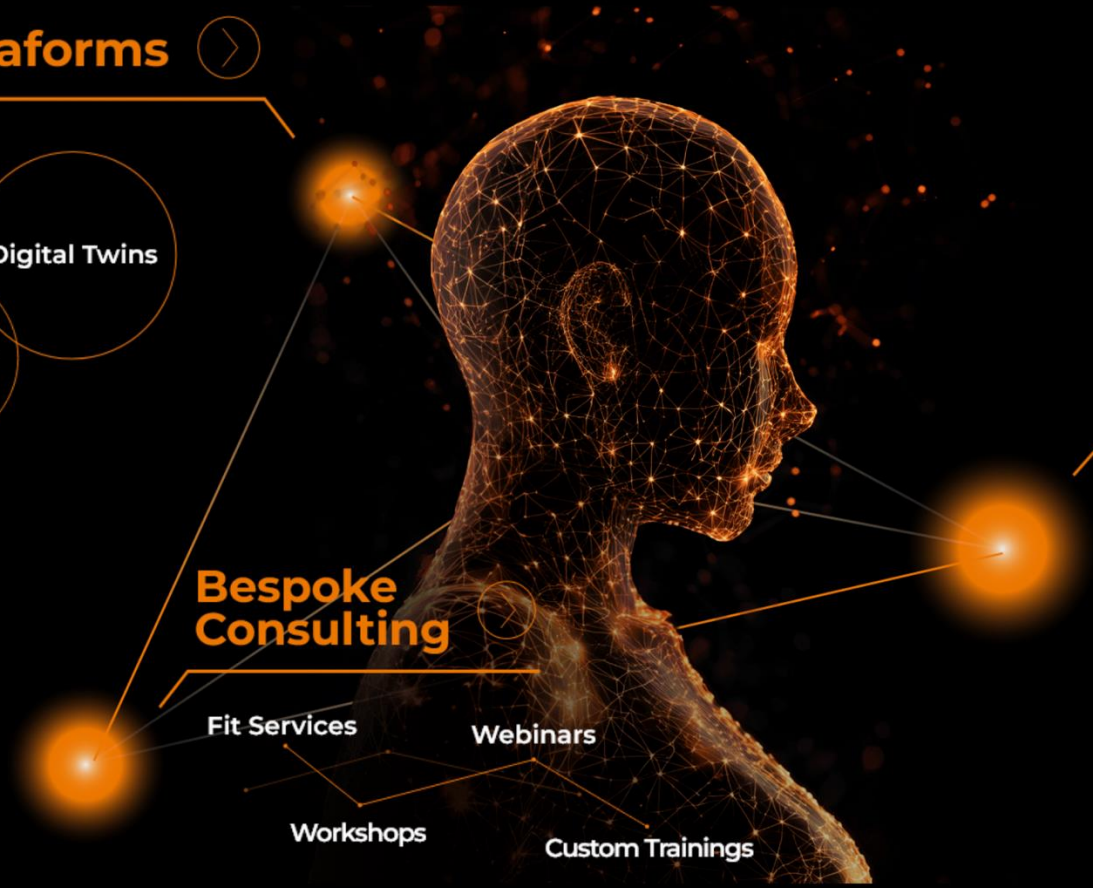
SIZING INTELLIGENCE ECOSYSTEM



Alvaforms

- Digital Twins
- Fit Forms

Bespoke Consulting

- Fit Services
- Webinars
- Workshops
- Custom Trainings

Body Intelligence

- MyAlva
- Alvanon Analytics Platform

PHYSICAL AND DIGITAL TOOLS

AlvaForms: Standardized, data-driven dress forms for accurate fit development.

25+ INTERNATIONAL STANDARDS FOR WOMEN, MEN, CHILDREN

European, North American and Chinese Standard update in 2020 & 2021

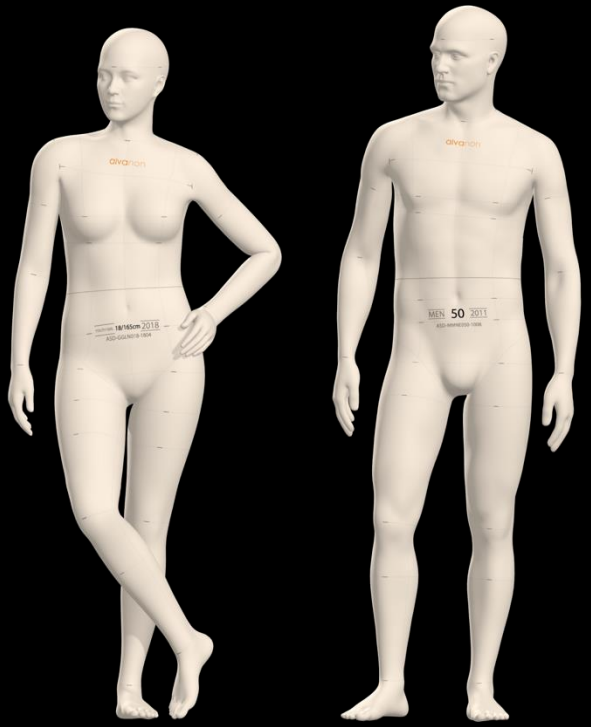
New 2023: European Women Plus size

CUSTOMIZED ALVAFORMS

Tailored AlvaForm based on specific brand and market needs

PHYSICAL AND DIGITAL TOOLS

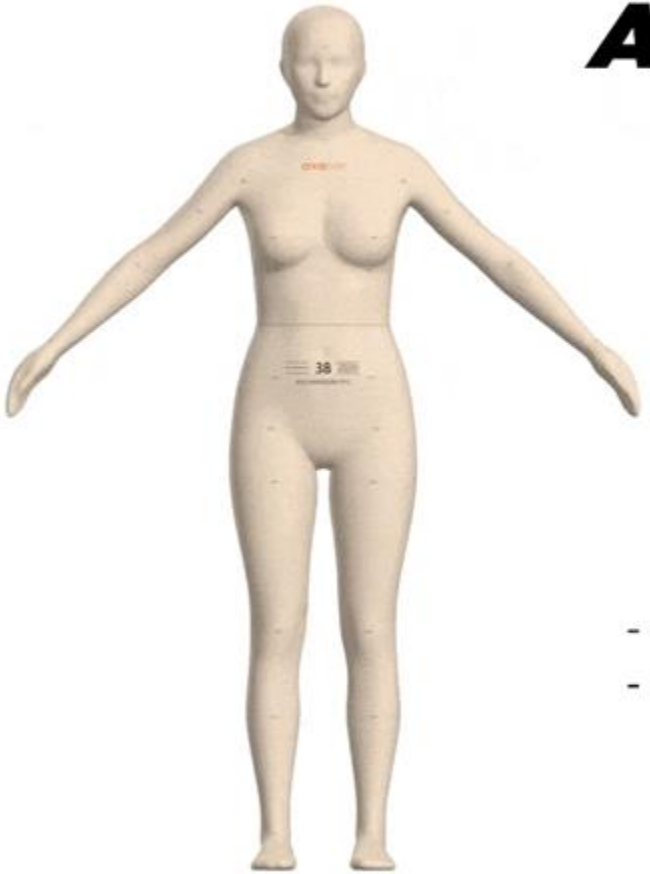
3D Digital Avatars: Virtual twins that integrate seamlessly with all 3D softwares and PLMS

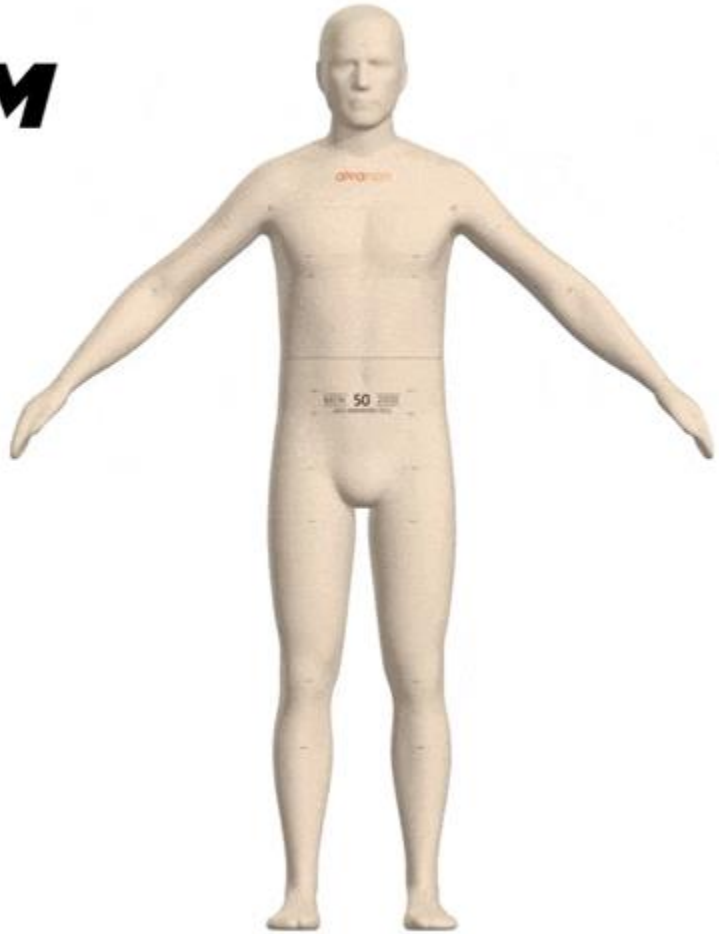


ALVANON BODY PLATFORM:
Cloud-based with more than 6000+ virtual Alvaforms

CLO · BROWZWEAR · Style3D · OPTITEX · LECTRA · ASSYST · GERBER TECHNOLOGY · LECTRA · TORAY · tg3d · SHIMA SEIKI · ClothingTech

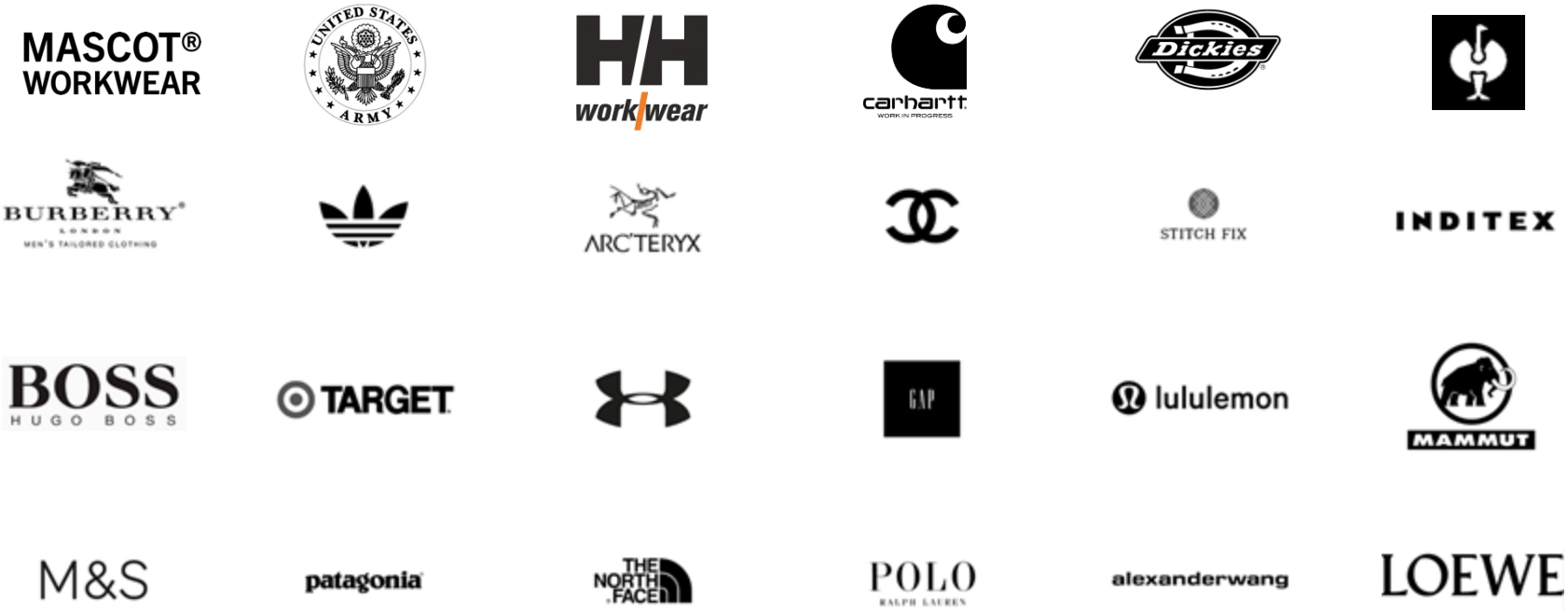
VIRTUAL ALVAFORM





- bone structure
- muscle definition

WE'VE WORKED WITH..



All brands have a problem in common

COMFORT AND SAFETY ISSUES

INCONSISTENCY
IN SUPPLY CHAIN

MISSING
KNOWLEDGE OF BODY SHAPES

CONFUSION WITHIN YOUR
ORGANIZATION

LACK OF DATA

HIGH RETURN RATES

UNSOLD SIZES
=
WASTE

UNCERTAINTY
WHEN EXPANDING TO NEW
MARKETS

CUSTOMERS CHOOSE
THE WRONG SIZE

BODY AI

Myalva

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BODY PLATFORM

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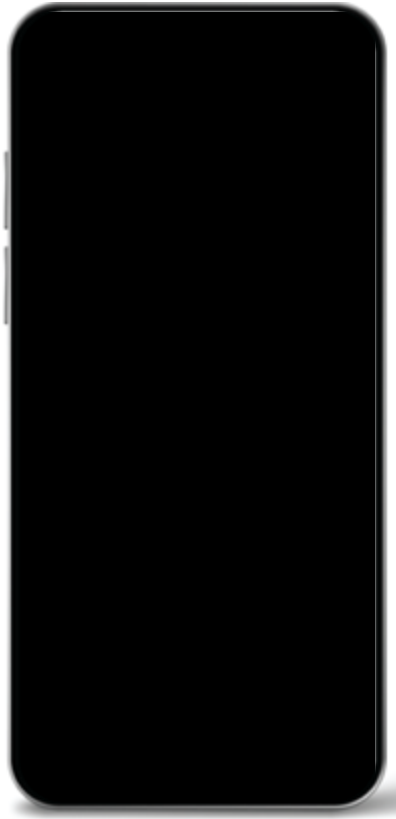
ANALYTICS PLATFORM



CAPTURE
CUSTOMER BODIES

MY ALVA:
THE CONSUMER FACING APP

Able to build an accurate avatar of every person from measurements or photos and provide the best fit and size recommendations

Myalva Process

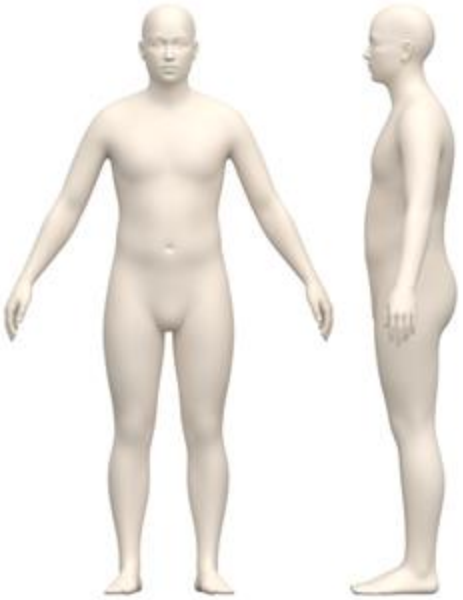
SELF SELECTION METHOD

SCAN MY BODY METHOD

UNIQUE AVATAR GENERATED

Ground Truth Vs Myalva Avatar Comparisons

CONSUMER

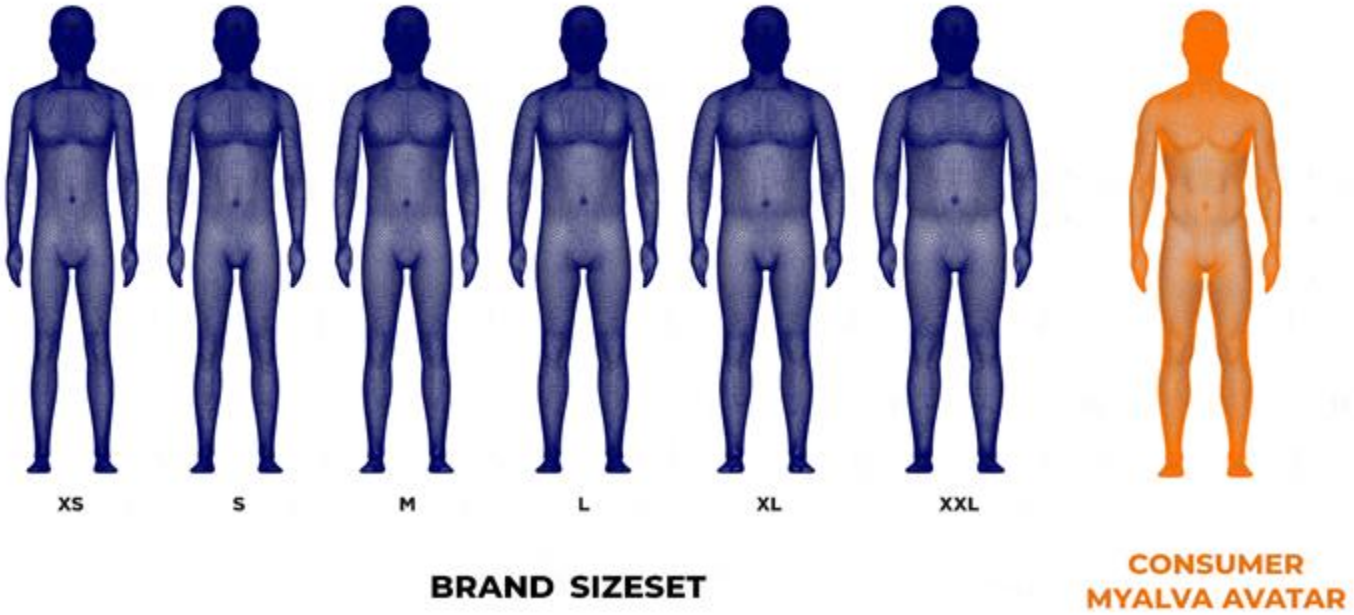


SELF SELECTION AVATAR

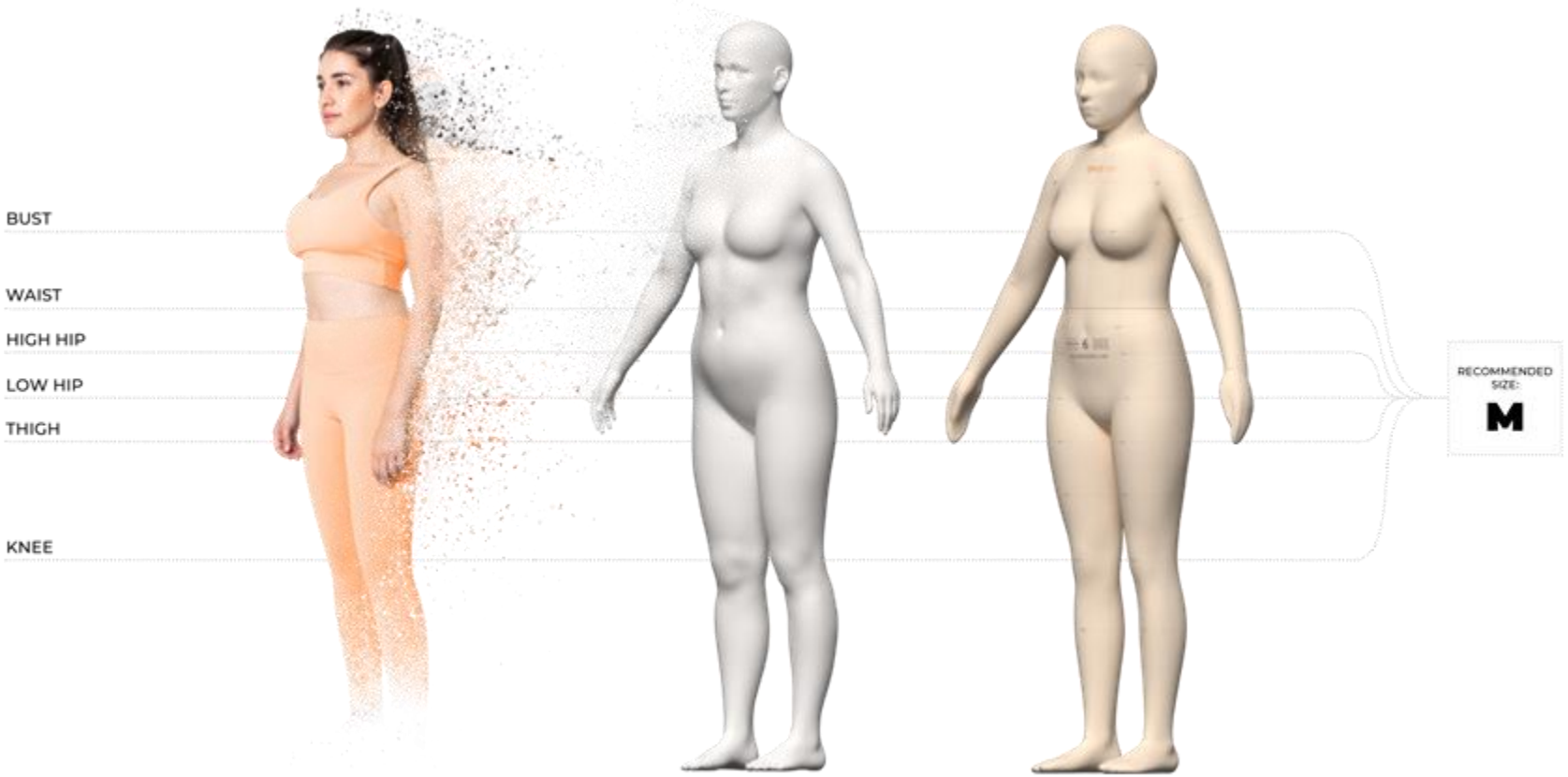
SCANNED AVATAR

Vertices To Vertices Matching

MOST DIRECT AND ACCURATE METHOD TO MATCH FIT AND SIZING OF CONSUMER TO CLOTHING

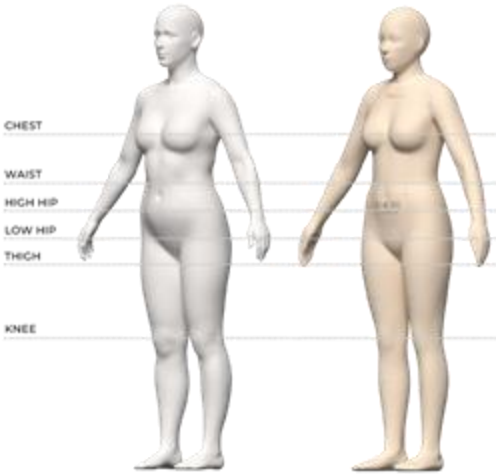


Matching Consumer Bodies To The Industry Fit Standard, Alvaforms



Vertices To Vertices Body Matching,

Combined With Fit Intent & Wearing Preference Delivers An Accurate Recommendation



CONSUMER TO ALVAFORM MATCHING

GARMENT FIT INTENT

CONSUMER WEARING PREFERENCES

RECOMMENDED SIZE:

L

YOUR PERSONAL DATA DASHBOARD

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ANALYZE CUSTOMER DATA

Overview

All Body Data | Size Recommended Body Data

FILTER

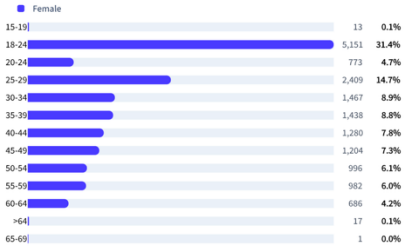
Gender: Female

Ethnicity

Total	Black	Asian	White	Hispanic
16,417	1,620 (9.9%)	4,570 (27.8%)	8,332 (50.8%)	1,895 (11.5%)

Gender & Age

Female
16,417 (100.0%)



Locations

United States	4,515	28.0%
China	1,800	11.2%
Japan	1,571	9.7%
Spain	1,353	8.4%
Canada	1,300	8.1%

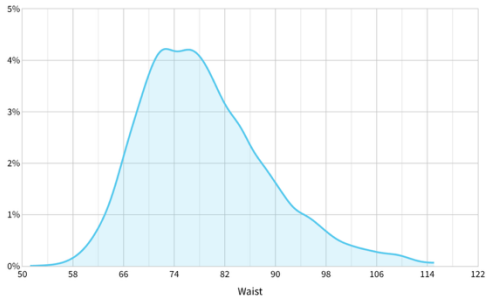
VIEW ALL

Body Measurements

Measurement unit: CM | INCH Weight unit: KG | LBS IN-DEPTH ANALYSIS

Body Data Distribution

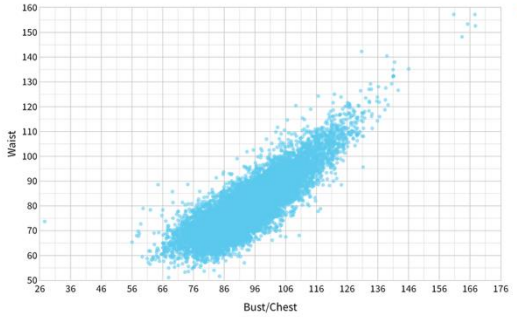
Across Shoulder | Bust/Chest | Under Bust/Pecs | Waist | Low Hip | Inseam | Arm Length | Thigh | Calf | Bicep | Height | Weight | BWD/CWD | LHWD



	Avg.	Mode
Across Shoulder	38.68	38.52
Bust/Chest	93.25	88.59
Under Bust/Pecs	78.13	75.54
Waist	79.00	72.73
Low Hip	98.80	94.93
Inseam	74.06	74.24
Arm Length	53.69	55.12
Thigh	56.10	54.74
Calf	34.72	34.59
Bicep	27.22	27.67
Height	163.76	163.09
Weight	62.31	58.11
BWD/CWD	14.25	14.73
LHWD	19.81	19.75

Market Coverage

X Measurement: Bust/Chest | Y Measurement: Waist | Standard | Sizeset



Customer Body Measurement

	Bust/Chest	Waist
Avg.	93.25	79.00
Mode	88.59	72.73

Myalva
Increase Sales and Conversion
Reduce Returns
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BODY PLATFORM
CAPTURE
CUSTOMER BODIES
Generate Avatars of Customers
Implement Better Fit Standards in All Sizes
OPTIMIZE
FIT AND SIZING
Implement Pattern Blocks for Fit Consistency
Implement SOPs for Supply Chain Alignment
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BODY AI
Enhance Product Sizing and Fit
Unlock New Sizing/Fit Opportunities
ANALYZE
CUSTOMER DATA
Improve Sizing Mix, Increase Sell-through
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ANALYTICS PLATFORM

Look Into The Future With Real Time Virtual Fitting Rooms

MyAlva – LIVE SHOWCASE

alvanon
BODY AI

alvanon

We make clothing fit better.

Sara Canali

Market Development I + CH

+39 349 619 622 8

sara.canali@alvanon.com