



ASBCI
The Forum
for Clothing
& Textiles



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DE MONTFORT
UNIVERSITY
LEICESTER

Lingerie
International History Magazine

ASBCI Lingerie & Swimwear Seminar

In partnership with De Montfort University and Lingerie Buyer magazine

Tuesday 27TH April 2010 | The Olde Barn, Marston, Grantham

SHAPING UP FOR LINGERIE & SWIMWEAR

Defining the challenges, exploring the solutions

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According to a *Which?* report published in February 2010, fewer than one in three high street bra fittings provide a satisfactory fit. Indeed bra fit was deemed so poor, that according to the *Which?* expert, a woman 'would do just as well picking something off a market stall'.

The report highlights the problems faced by designers, manufacturers and retailers when constructing, selling and fitting bras or cup-sized swimwear, and the frustration of consumers when they receive inconsistent advice on the best fit.

The ASBCI, in partnership with De Montfort University's contour specialists and *Lingerie Buyer* magazine, has brought together

some of the most innovative and successful lingerie and swimwear suppliers and advisers in a special one-day seminar to address this difficult issue.

The event will platform eminent speakers who have agreed to share their expertise to identify the major issues from best practice design, correct sizing and consistent fitting through to breast health, staff training and consumer education.

The day will conclude when speakers, together with a guest panel of major lingerie and swimwear suppliers, unite in a bid to offer some real solutions and options.



SEMINAR PROGRAMME

9.00am REGISTRATION AND COFFEE

10.00am WELCOME AND INTRODUCTION

Julie King, ASBCI Event Director,
Head of Department Fashion and
Textiles, De Montfort University

10.10am TOP TIPS FOR FIT

Laura Savery, Senior Lecturer
and Technical Designer, Contour
Design, De Montfort University

- Overview of *Which?* report findings
- Implications for the industry
- Best fit practice for consumers and retail fitters

10.35am FIT FOR PURPOSE

Ed Gribbin, President, Alvainsight,
a Division of Alvanon

- The meaning of shape - the culture/contour challenge
- What we know about fit for lingerie and swimwear
- How can we do it better?

11.15am BUILDING AN INTERFACE BETWEEN SURGERY AND THE LINGERIE INDUSTRY

Atul Khanna, Consultant Plastic Surgeon and Clinical Director,
Department of Plastic Surgery,
Sandwell and West Birmingham
NHS Trust

- Pre-surgery breast assessment and relevance to bra measurement
- Surgical breast procedures, and implications for the lingerie sector
- Linking the lingerie industry and Aesthetic Surgery guidelines

11.55am ABREAST OF THE SITUATION

Pat Conway, Large Style Expert,
Acestyle

- Fit and the technical challenge
- Growing niche markets
- Recent innovations

12.20pm UNITED WE STAND

Karen Flude, Ladies' Essentials
Garment Technologist, George
Clothing

- *Why?* Because it damages our reputation
- *How?* Show and tell
- *When?* Now! Join the movement forward

12.45pm LUNCH

2.00pm LINGERIE FASHION V FUNCTION

Linda Bentley, National Account
Manager, Mail Order, DB Apparel UK

- Designed for living
- Trends and influences
- The role and reaction of consumers

2.25pm TACKLING THE TECHNOLOGIES

Dr Jochen Balzulat, Director 3D
Body Scanning, Human Solutions,
Assyst Bullmer's partner for
bodyscanning technology, and
Alison Denison, CAD Application
Consultant, Assyst Bullmer

- Best practice technology overview
- i-Spy global sizing
- Pattern cutting and grading

2.50pm CHALLENGES OF SELLING ONLINE

Irene Dmyterko, Technical and
Sourcing Manager, Figleaves

- Poolside glamour for all sizes
- Exploiting the power of the net
- Measuring up the consumer

3.15pm QUESTION TIME

Open discussion with our special
guest panel:



George.



4.00pm FINISH



PRICES: £80+VAT ASBCI members / £160+VAT non-members

Booking forms available from stephanie@asbc.co.uk, tel: 01422 354666



SPEAKER BIOGRAPHIES



JULIE KING, ASBCI EVENT DIRECTOR, HEAD OF DEPARTMENT FASHION & TEXTILES, DE MONTFORT UNIVERSITY

Julie King BA (Hons), MA, MBA, is Head of the Department of Fashion and Textiles at De Montfort University, Leicester, UK. The Department's portfolio of courses includes contour fashion, footwear design, printed textiles and retail buying. A strong technology aspect allows the department to offer BA (Hons) and BSc (Hons) courses.

Prior to taking up this post in 2003, Julie was an Assistant Professor in the Institute of Textile and Clothing, at The Hong Kong Polytechnic University, and MA Fashion & Textile Design course leader.

Since 2000, Julie has worked as a consultant with colour trend forecasters, Global Colour Research Ltd, publishers of The Mix. She has presented seminars at Interstoff Asia, and Hong Kong Fashion Week on behalf of GCR. At present she is studying for a PhD in colour trend forecasting.



LAURA SAVERY, SENIOR LECTURER AT DE MONTFORT UNIVERSITY AND FREELANCE TECHNICAL DESIGNER FOR INTIMATE APPAREL

Laura's work as a freelance technical designer has given her unique insight into all aspects of technical design, with one of her specialist areas of development being the plus cup size market, working with sizes 28-40, D-K cups. Laura has worked on the development of specialist lingerie from an integral support nightwear range for a leading UK retailer, to developments for maternity and mastectomy lingerie brands, underwire developments, swimwear for the plus size and core size markets, and working with high street chains on fit and styling to become more directional and responsive to customer needs.

From 2008 Laura has been a lecturer at De Montfort University on the Contour and Fashion degree courses. She also continues to work as a Technical Consultant for bra fitting, pattern cutting and grading.



ED GRIBBIN, PRESIDENT, ALVAIN SIGHT, A DIVISION OF ALVANON

As President of Alvainsight, Ed Gribbin runs a global consulting practice helping apparel brands and retailers understand, improve, and market 'fit' to grow sales, profit and brand loyalty. His clients range from designers to high street to mass retailers across four continents. He works on women's, men's and kid's apparel from formal clothing to athletic apparel, lingerie and swimwear.

Ed has over 30 years of apparel industry experience, and he and his team use a fact-based, customer-centric philosophy to help brands captivate and engage their customers. After collecting and analysing body scan and health data from over 20 countries, Ed has become the definitive industry expert on fit, sizing, grading and body shapes. His insights into product development best practice have shortened cycles, improved efficiencies and enabled systematic organisational alignment.



ATUL KHANNA, MBA MBBS FRCS FICS DIP EUR B(PLAST) FRCS(PLAST), PLASTIC, RECONSTRUCTIVE AND COSMETIC SURGEON

Atul Khanna commenced training in Surgery in General in 1983. In 1989 he became a Fellow of the Royal College of Surgeons and began training in plastic, reconstructive and cosmetic surgery. He is a council member of the British Association of Aesthetic Plastic Surgeons, and an Honorary Secretary of the West Midlands Regional Advisory Committee in Plastic Surgery. He is also on the GMC's Specialist Register in Plastic Surgery.

Atul has been in consultant practice since 1998 and is a substantive NHS Consultant in Plastic Surgery at The Sandwell and West Birmingham NHS Trust and The Walsall Manor Hospital NHS Trust. He also has a private practice that offers all aspects of cosmetic surgery including breast surgery. He has several publications in peer reviewed journals and acts as a reviewer for the Journal of Plastic, Reconstructive and Aesthetic Surgery.



PATRICIA CONWAY, DESIGN DIRECTOR, ACESTYLE

After completing a Contour Fashion course at Leicester's DMU, Pat Conway joined Warnaco in 1974 as Trainee Designer. Her first collection for Warner's was a revolutionary concept - coordinated bras and lingerie in fashion colours, sold on hang sell units. The adverts used a D cup model. This concept was introduced to M&S and has become the norm. In 1978 Pat developed the first F cup, followed by FF, then G. It was recognised, even back then, that there was a real need for a better and bigger choice of bra for this consumer. Pat later became European Design and Merchandising Director, developing product from high street to Valentino. When Warnaco withdrew its UK operation in 2004, Pat and her colleague Angie Legge developed their own brand Kalyani, a range of stylish bras in big sizes. They also produced the first K cup sold at Bravissimo. In 2009 Pat joined Acestyle, working to develop their knowledge and skills in fabrics, fit and function for big sizes.



KAREN FLUDE, LADIES' ESSENTIALS GARMENT TECHNOLOGIST, GEORGE

Karen Flude's career in the apparel industry started at the age of 16 when she was appointed a production machinist for a small lingerie company. She was soon operating a wide variety of machine types as a multi-skilled machinist. Karen subsequently moved to Symington's of Market Harborough, where she trained as a Pattern Cutter and Garment Technologist working on lingerie and swimwear accounts including Next, Adams and M&S. She also worked on Symington's annual account for the Miss World Competition during the 1980s.

Karen has covered many product areas during her career, but her roots are in intimate apparel, and she joined the Essentials Quality team at George in October 2005. With skills based in lingerie and swimwear, Karen visits and works closely with suppliers in China and Bangladesh to improve fit, maintain continuity and assure the consistency of intimate apparel garments.



LINDA BENTLEY, NATIONAL ACCOUNT MANAGER, MAIL ORDER, FOR PLAYTEX, WONDERBRA AND SHOCK ABSORBER EUROPE

Linda Bentley has built a career in sales with over 11 years experience within the lingerie market. She is currently a National Account Manager for DB Apparel with the Wonderbra, Playtex and Shock Absorber brands in her portfolio.

Linda started her career as a visual merchandiser in 1989, working with major high street department stores. Prior to her current role she was a Territory Account Manager to the independent store sector, organising and attending in-store lingerie promotional and fitting events dealing direct with the end consumers.

Linda's current role specialises in the mail order and Internet division. She is extremely passionate about the lingerie business.



DR. JOCHEN BALZULAT & ALISON DENISON, ASSYST BULLMER

Dr. Jochen Balzulat majored in Mechanical Engineering at the TU Munich, and has worked in the R&D Department of the Human Modelling Division of Human Solutions since 1993. He was Head of Human Solutions of North America from 2003 through 2006, then Head of the Bodyscanning Department. He is also closely involved in projects linking 3D bodyscanning technology with 3D software real-time simulations (Vidya), particularly for textiles.

Alison Denison began her career in 1980 developing software for the clothing industry. She then spent several years in the garment industry producing patterns for Burberrys and Austin Reed. In 1989 she joined Assyst Bullmer as a CAD software expert. Since then she has developed her expertise in the 2D pattern software, the MTM products and the new 3D Simulation software. Alison is now a senior member and co-owner of Assyst Bullmer.



IRENE DMYTERKO, TECHNICAL AND SOURCING MANAGER, FIGLEAVES.COM

Irene Dmyterko has worked in the clothing industry for over 25 years after graduating from Hollings College in Manchester. She started out as a Trainee Machinist for a manufacturer supplying to M&S, and worked her way through various roles culminating in sourcing a new supply base for Figleaves.com.

Irene's roles have included working both on the supplier and the retail side of the business, so she has built up a wealth of knowledge and experience in the whole supply chain, from concept through to delivery to customer. Her previous experience includes working as Technical Manager for Courtaulds/Sara Lee and Category Technical Manager for Tesco, Central Europe.

Irene was recruited 18 months ago to help Figleaves.com launch its own range. The range is enjoying huge success and is continuing to develop and grow stronger.



ABOUT THE ASBCI

The ASBCI clothing and textile forum has been uniting companies across the apparel supply chain since 1992. It is a not-for-profit association and operates without commercial preference. Its impartial stance makes it a unique forum, within an intensely competitive industry, where members can meet and share their experiences and knowledge. It enables component and fabric suppliers to exchange ideas and knowledge with designers, retailers and garment cleaning specialists.



SHARING KNOWLEDGE

In addition to technical forums and seminars on important issues, such as sizing and REACH, the association organises regular visits to companies across the supply chain. These visits provide first hand knowledge of processes and crucial access to experts that would otherwise be impossible to obtain.



EXPERTISE

Drawing on the expertise of ASBCI members, the association writes and publishes acclaimed technical guides for 'non-technical' fashion and textile professionals and students. It also publishes an annual ASBCI clothing industry handbook, to which members are invited to contribute editorial.



MEETINGS OF MINDS

The ASBCI's annual industry conference and dinner is regarded as the conference for suppliers throughout the clothing supply chain as eminent speakers from across the globe tackle the most pressing issues of our day from climate change and the credit crunch through to ethical sourcing and new European trading directives. It also holds regular meetings with expert speakers and the UK's largest and most successful student conference and seminar programme.



To promote greater technical understanding of essential processes within the clothing supply chain, the ASBCI has formed reciprocal partnerships with the newly formed UK



Fashion and Textile Association, Textile Institute, Society of Dyers and Colourists, and the United Kingdom Textile Laboratory Forum.

FUN AND FUND RAISING

The ASBCI annual grand ball is a night of fun and fund raising that supports the association and the Starlight Children's Foundation - over £200,000 has been raised by members and their guests over the years for children's wish charities.

The ASBCI ball, as with its meetings, seminars, visits and conferences, provides an invaluable and enjoyable forum for serious business networking - indeed knowledge and networking have been and always will be the cornerstones of the association.

ASBCI membership rates are based on the size and nature of the applying company and range from individual consultant rates through to full 'Premier' membership for large companies wanting multiple member opportunities.

Current Premier members include:



THE SIZING SERIES

'Shaping up for lingerie and swimwear' is the second event in the ASBCI's Sizing Series, following the successful seminar 'Sizing up the global market' in September last year. Both seminars explored the issues faced by apparel brands and retailers surrounding sizing and fit, and the next event in the Sizing Series aims to build on these events by providing delegates with a unique opportunity to access practical advice and experience the technologies that can help to resolve fit issues.

'The Interactive Sizing Fair - meet the experts, experience the technologies', organised in partnership with *Company Clothing* magazine, will take place on 16 September. This exciting new format will combine special seminars on sizing issues with an interactive display of sizing technologies, bookable one-on-one sessions with experts and the opportunity to network with your peers. Alongside the Sizing Fair will be a small exhibition of suppliers of related clothing industry products and technologies.

To find out more about The Interactive Sizing Fair, or for details of membership please contact:

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INTERACTIVE SIZING FAIR
16 September 2010
Wicksteed Park, Kettering