

TAKKO
FASHION

How do we create a **uniform size & fit** for all models - without any extra effort?

Takko Fashion is a true success story. The company has developed from a discounter into a value fashion vendor - and fully intends to continue growing. One important aspect to convince even more customers is correct size & fit.

Today Takko especially appeals to young and fashion-conscious families in the value segment of the market. The company sells its clothing in 1,750 stores in Europe. This is a much bigger challenge for product development, because the new Takko customers expect good products at good prices. And one vital issue is the size & fit of the garments. That's why Takko wants to improve the size & fit of its apparel and unify all models in a standard size - but the company also wants to save development time and costs as well. Human Solutions has the optimal solution ...

Fashion manikins with real body shapes

The prerequisite for any size & fit optimization is realistic body measurements. As a SizeGERMANY partner from the outset, Takko knows all about the changing body dimensions and shapes of the population. And the company has been using the SizeGERMANY fashion manikins for some time now to develop and produce its apparel with the correct measurements of its customers.

Performing sizing & fitting checks with existing tailor's busts was hardly possible because of the idealized body shape - so at the early development stage the Takko team had to try prototypes on human models. Things look a lot different with SizeGERMANY fashion manikins!



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Size & fit evaluation on the fashion manikin

Takko started on two sites with womenswear manikins in size 38 and menswear manikins in size 50. In the cutting department, the fashion manikins were first used for trying on the first prototypes in the creation of a new basic pattern. During the process, SizeGERMANY fashion manikins were then tested in fitting sessions with all the suppliers' pattern samples - in Takko's Quality Assurance (QA) division in Friedrichsdorf/Taunus and in the Product Management (PMT) division in Telgte - and continuously optimized.

The results convinced all the staff - the fashion manikins provided sufficient evidence of existing difficulties related to the balance of the pattern. More and more fittings of prototypes were carried out on the SizeGERMANY fashion manikins. Thanks to the correct dimensions and body shapes of the fashion manikins - and their optimal functionality - most sizing & fitting problems could be identified on the manikins and correctly evaluated. Even fitting sessions with very tight pants proved to be no problem for the SizeGERMANY manikins. The soft abdominal section makes it easy to see whether or not the waistband is too tight. The detachable arms and shoulder pieces also enable closed tops to be tried on with no problems.

Advantages of size & fit quality and efficiency

And the SizeGERMANY fashion manikins have meanwhile become reference figures for Takko in womenswear and menswear product development. Freedom of movement and wearer comfort are only tested on a real model when a prototype fashion manikin has been tested thoroughly. That saves time and costs. Wearer comfort for the human models has also improved thanks to the use of the manikins' real body shapes. And something else has changed too - since Quality Assurance and Product Management are located on different sites, coordination in the development process is made easier by the uniformly correct size & fit of the fashion manikins.

Now Takko is thinking about purchasing more fashion manikins with other standard sizes and target group-specific body sizes and shapes. And the first suppliers are also becoming more aware of the situation - they are now considering testing their patterns on the SizeGERMANY fashion manikins - providing their customers with better sizing & fitting right from the start.

Thanks to SizeGERMANY fashion manikins, Takko can efficiently integrate the new body dimensions and shapes into its own processes.

**Best Practice
Fashion**