

Maintaining Fit Consistency

*Global Technical Design
Apparel Resource Tools
Updated 03-28-18*

KOHL'S

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Goal:

Determine appropriate fit & maintain consistency through your brand.

Core Body Measurements

Know established branded measurements for development of new styles and to maintain established standards. Mannequin/Dress form to be used as the fit standard for each brand.



- **How vs Why.** We want to be consistent so our customer comes back in for their favorite fit time after time. We want to please our customer and be FAMOUS FOR FIT! This is why we need to stay to core body measurements and have a size 10 fit a 10.
- Fit consistency all starts w/ the core body to develop & maintain the standards for each brand.
- Model is just an aid to the form/ core body chart to check comfort and movement.





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Determine appropriate fit & maintain consistency through your brand.

Fit Classifications

Know the fit classification and measurement range to fit within category. When creating a new fit or fashion style that does not follow a block or reference style, it is important to stay within the fit classification for each brand and refer to the “Fit Keys” chart to stay above the minimum measurements to ensure proper fit consistency.







Example of Fit Key Chart

Spring 16 Misses Apt 9 Woven Tops - FitKeys						
Silhouette	Cami	Tank	SS Tee	Soft Blouse	Structured Shirt	
Product						
Brand (Size)	Medium (8/10)	Medium (8/10)	Medium (8/10)	Medium (8/10)	Medium (8/10)	
Fabric Content	100% Poly Georgette	100% Poly Georgette	100% Poly Georgette	100% Poly Georgette	62%Cotton/34%Poly/4%Span	
Fabric Weight	110g/m	110g/m	110g/m	114g/m	125g/m	
SPEC	Measured	Measured	Measured	Measured	Measured	
Points of Measure	HPS Length	25 1/2	27	27 1/2	27 1/2"/29" (at back)	27 3/4"
	Across Shoulder		1 5/8" (strap width)	15"	15"	15 1/2"
	Chest	37	39"	41 1/2	43"	40 1/4"
	Waist				41"	35 1/4"
	Sweep	62	43	41	43 1/2"	41 3/4"
	Sleeve Length			14 1/2	31 3/4"	32"

Summary of a Fit Classification is an output of a Benchmark and a Fit Process. It is important to stay within a Fit Key by classification to maintain fit consistency. It is a good tool for development handoff as well we see it as a tool for Co-Create with our

Vendors.
7/23/2018

Fit Consistency

Fit Keys - Multiple Fabrications							
Silhouette		SKINNY			CAPRI		
Product							
Brand (Size)		8	8	8	8	8	8
Fabric Content		66 CTTN / 31 POL / 3 SPAN	82 CTTN / 16 POL / 2 SPAN	60 CTTN / 20 POL / 18 RAYON / 2 SPAN	88 CTTN / 18 POL / 2 SPAN	82 CTTN / 16 POL / 2 SPAN	60 CTTN / 20 POL / 18 RAYON / 2 SPAN
Fabric Weight		7.5oz	9oz	9oz	9.5oz	9oz	9oz
SPEC		Measured	Measured	Measured	Measured	Measured	Measured
Measure	Waist at top edge	31	31 1/2	32	30 1/2	31 1/2	32
	Hip	36	37 1/2	38	36 1/2	37	38
	Thigh	22	22 1/2	23	21 1/2	22 1/2	23
	Knee	14	14	14	15	15	15

This is the example of the skinny jean silhouette, we fit the Medium Wash as the standard fit key for this silhouette. We need to ensure the Black & White denim fit the same as the medium wash by utilizing the stretch. TD will figure out the measurements needed for each fabrication.

- TD will verify washes when needed when we have a change of Fabric or Vendor.
- Our goal is to have consistency of the visual and check the measurements.
- Making sure that when the customer tries this on, they feel that all the washes fit the same.

Fit Classification Definitions

The primary function of a Technical Designer is to determine appropriate fit and to maintain consistency and accuracy throughout each brand. The following critical information must be understood prior to fitting:

- **Fit Classifications; Full, Easy & Slim**
 - Full – Our roomier fit with the most ease
 - Easy – This is our comfortable fit with ease over body
 - Slim – Our closest to body fit

Please see below chart for Kohl's Private & Exclusive Women's brands:

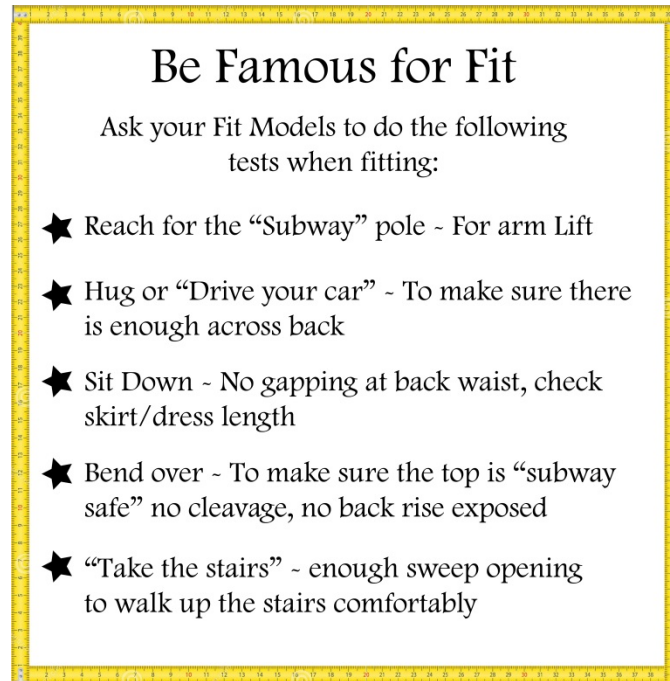
Women's Fit Classification Chart		
Classic	Modern Classic	Contemporary
FULL	EASY	SLIM
Croft & Barrow	Sonoma	Jennifer Lopez
	Apt.9	Juicy Couture
	Dana Buchman	Rock & Republic
	Elle	
	SVW	
	Lauren Conrad	

Goal:

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Fit Models Comments

Educate each brand's model on the intended fit/blocks for the brand, so the models can help us maintain consistency by providing relevant comments. Models should study the feel of a reference sample prior to trying new sample. Models are to provide valuable feedback about comfort and how the garment feels during wear.



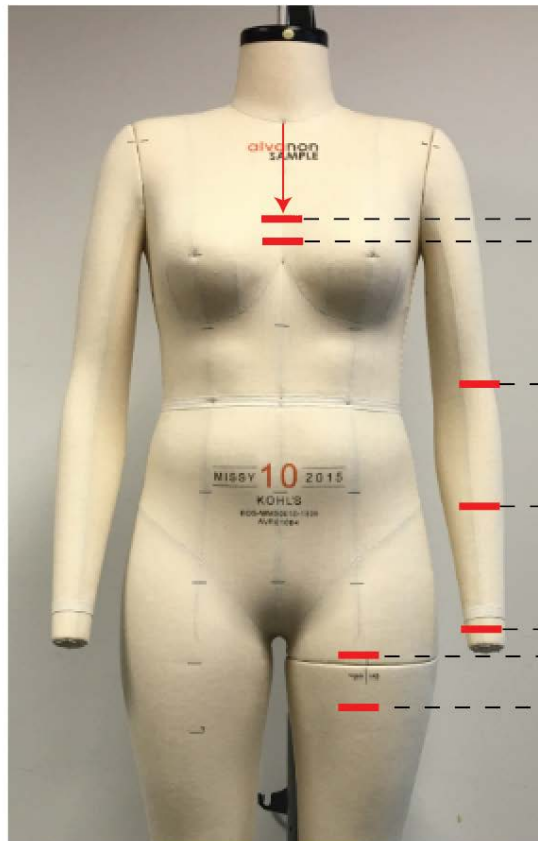
Model Feedback - We do not need feedback on model regarding her personal feedback.

-We need to fit the general demographic and stay to our fit keys, not the model's individual needs.

-The model should really be speaking about movement & comfort.

Landmarks

Each brand creates landmarks specific to each category to maintain consistency. During fit sessions, landmarks can be transposed onto clothing for live model to wear which is an effective method in fits sessions and for brands without a mannequin.



- Lowest scoop neck drop
At CF neck point = 5 1/2"
- Lowest V-neck drop
At CF neck point = 6 1/2"
- Elbow Sleeve Length
From Shoulder Point = 12"
- 3/4 Sleeve Length
From Shoulder Point = 18"
- Long Sleeve Length
From Shoulder Point = 24 1/2"
- Standard Total Length From HPS = 26"
- Tunic Total Length From HPS = 29"



Sleeveless Armhole Point From Bottom Of Metal Plate = 1 3/4"

NOTE: measurements relate to the form, not garment spec

Why Landmarks Work

Due to different fabric elongations, Technical Design will update the technical package with adjusted numbers to reflect the landmarks aligned on for each style.



Spec - HPS 26"
On Body – 26.375"

Spec - HPS 26"
On Body 27.25"

Spec - HPS 26"
On Body – 27.75"

- The 26" length phenomenon
- The garment measurements will vary to hit the same Landmark visual.
- Do not get hung up on garment measurements.
- Tech will need to adjust the measurements depending on the fabric elongation.

In order to maintain consistency and accuracy throughout your brand, it is critical to start each style with a proven body/known pattern.

- **Starting Pattern:**

- Sloper Pattern – a basic pattern which relates to the dress form/ mannequin and is used as starting point to develop a style.
- Proven Pattern:
 - Repeat Pattern (Carry Over) – a bulk pattern of a style that has already been placed online or in store and will repeat for another bulk production run exactly the same.
 - Reference Pattern – a bulk pattern given as a starting point when developing a new style.

Patterns can be found in our Kohl's Fit Library:

In onePLM

Tech Designers are able to place patterns within (OnePLM) technical package on the “**Attachments**” tab.

Kohl's TD:

- Work with Vendor / CTD to ensure proper pattern/sloper is used for new development.
- Technical Design to provide pattern or reference style number.

Vendor/CTD (Certified Technical Designer):

- Start with a proven pattern or sloper as specified by Kohl's TD.
- Work closely with a pattern maker through development to ensure consistency & adjustments are made as requested.
- Communicate with Kohl's Technical Design on any discrepancies regarding pattern or measurements that need to be adjusted.
- Inform production team and conduct a pre-production meeting to make sure all fit & construction comments are reflected in production run.

Product Management:

- Align on style expectations through line plans.
- Provide reference information or expectations at Development Style Handoff to ensure team alignment of fit references, replenishment, carryovers, and speed model.
- Partner with Technical Design when considering changing key vendors that execute carry over, core & franchise programs at costing stage.

Design:

- Own & share the aesthetics of the style.
- Drive and align evolutionary fit changes styles at Benchmark meeting.
- Articulate if style is fashion, core or franchise at Development Style Handoff.
- Provide reference information/original samples and expectations at handoff to build fit consistency.

Fit Model:

- Provide qualitative feedback about garment fit comfort and functionality to the Technical Design during fitting.
- Be familiar with key programs for each area to be able to provide consistent feedback.

- **Style Benchmarking** - (Tech/Design)- For key items/new categories of business. Evaluates samples and align on aesthetic fit/proportion direction.
- **Style Development Handoff** - (Design)- Communicate style details needed for development, sourcing and conduct quality risk analysis
- **Product Review** - (Design/PM)- Senior Leadership review of style aesthetic on body, for under performing brands/categories/styles or new brands and categories
- **Adopted Style Handoff** - (PM)- Communicate Design intent and final adopted style information with an emphasis on quality risk analysis
 - What is needed for an Adopted Style Handoff:**
 - - Buying is committed to the style
 - -The style has a home on a line plan
 - -The fabric and vendor are known
 - -The silhouette is not changing
 - -Costing is reasonably set
- **Fit Sessions** - (Tech)- Review garment aesthetic, construction, details on a fit model and approve fit prior to start of production

Fit vs. Production Issues

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- **Fit Issue:**

- When customer tells us it just doesn't fit combined with multiple call outs that it "runs small" or "need to buy a different size" or "needed to size up"
- When internal teams approve fit out of fit classification/standard.
- Evaluate together as a team and validate if comments are relevant for next steps.

- **Production Issue:**

- When garments are out of tolerance. Production measurements and/or quality do not meeting minimum construction standards and/or approved production Tech pack.
- Follow the QA protocol found on PD Intranet

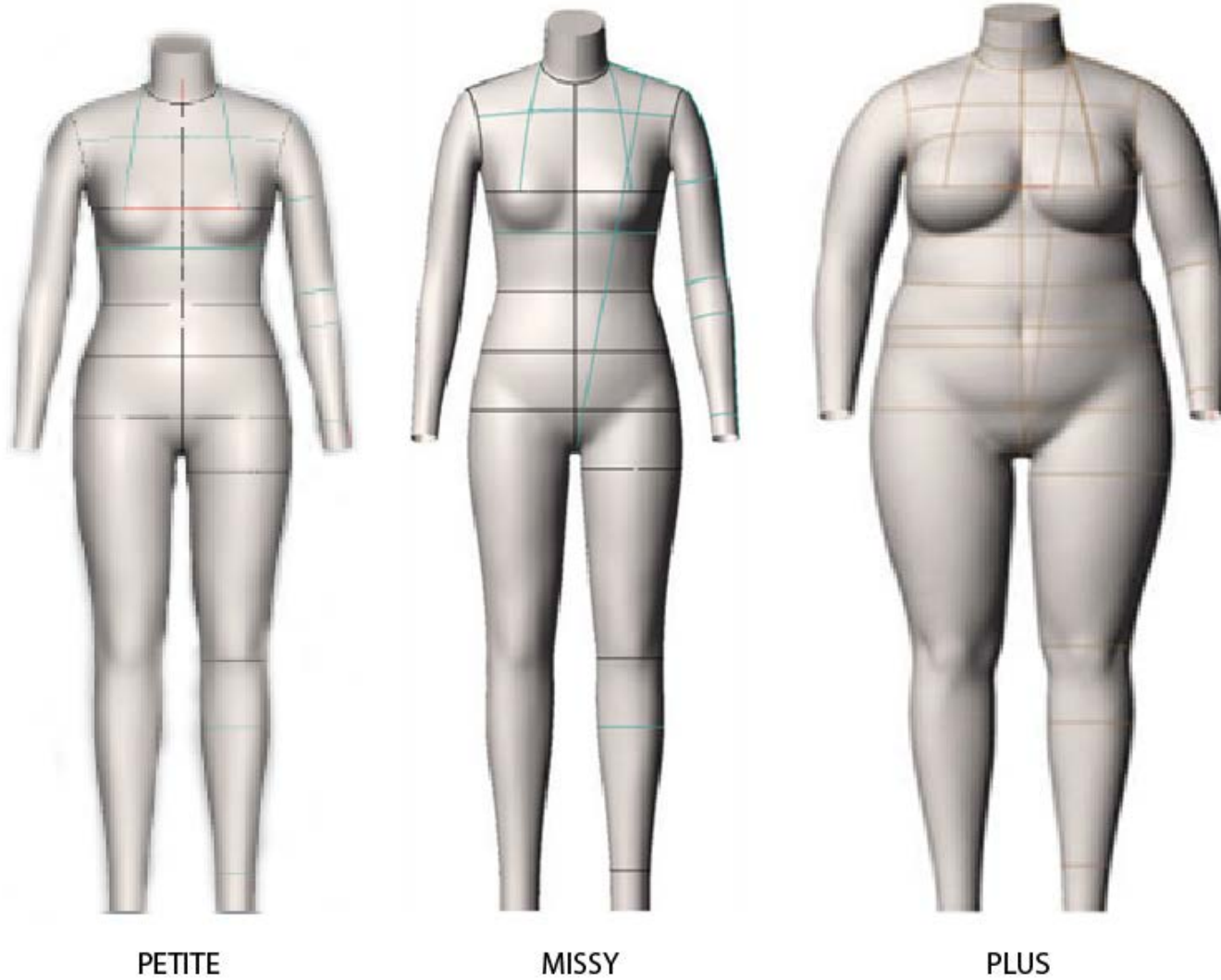
Production Issue:
Wide variance in Sleeve
and Body Length, out of
tolerance.

All shown are size Med.

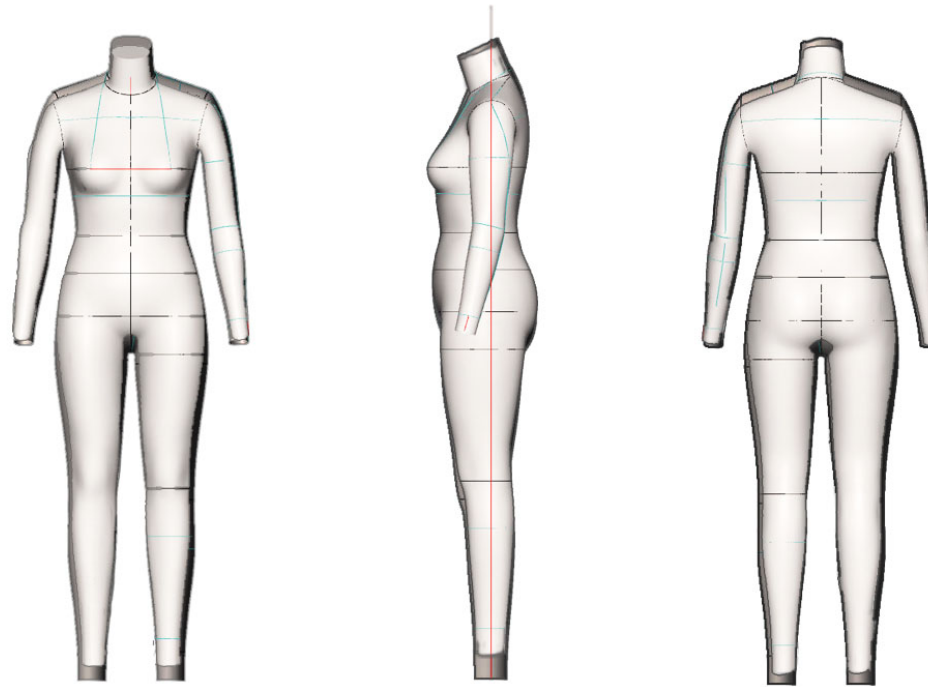


Special Sizes

KOHL'S



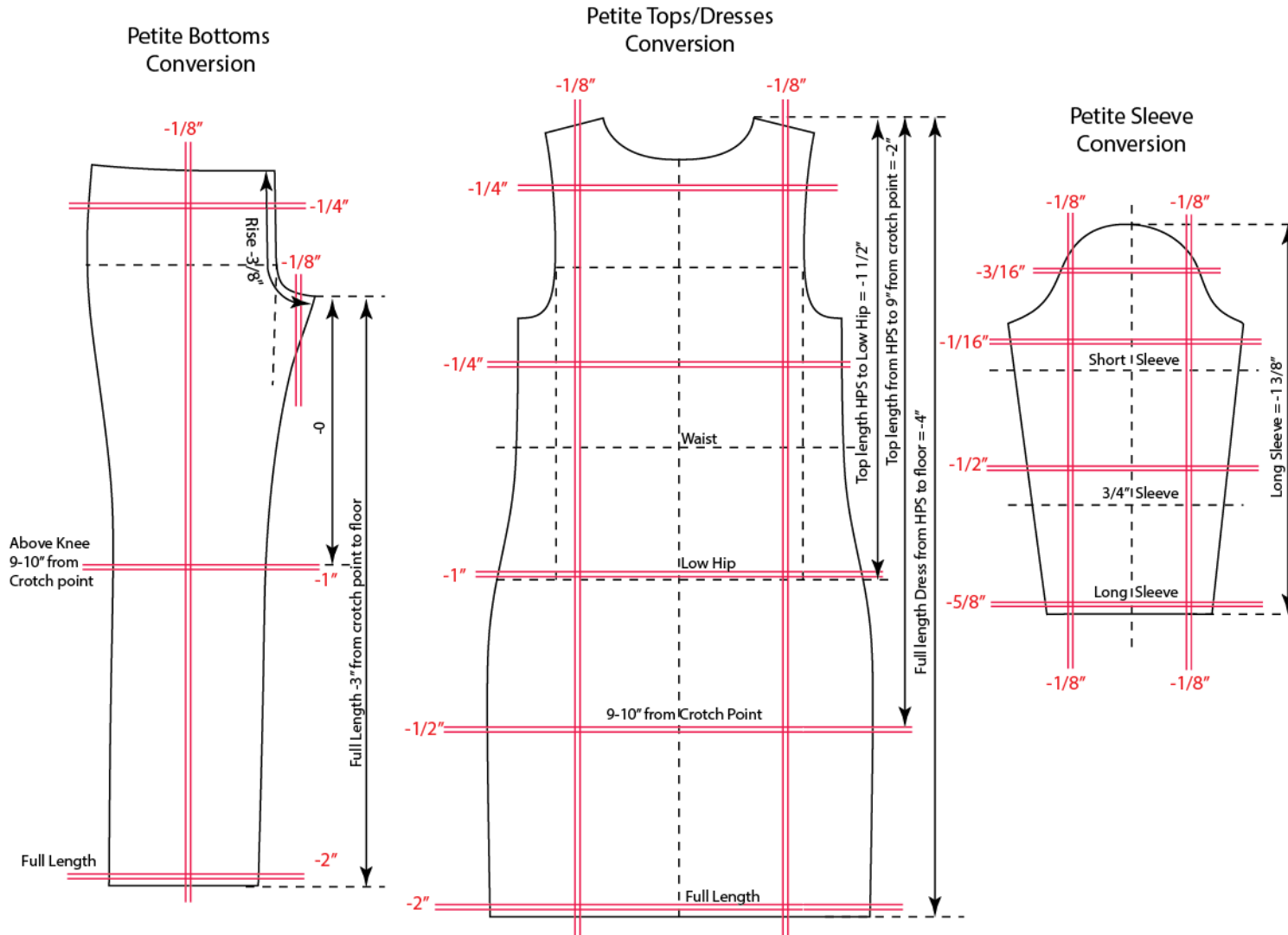
Petite size is a grade down from the Missy



Differences when take down Missy to Petite:

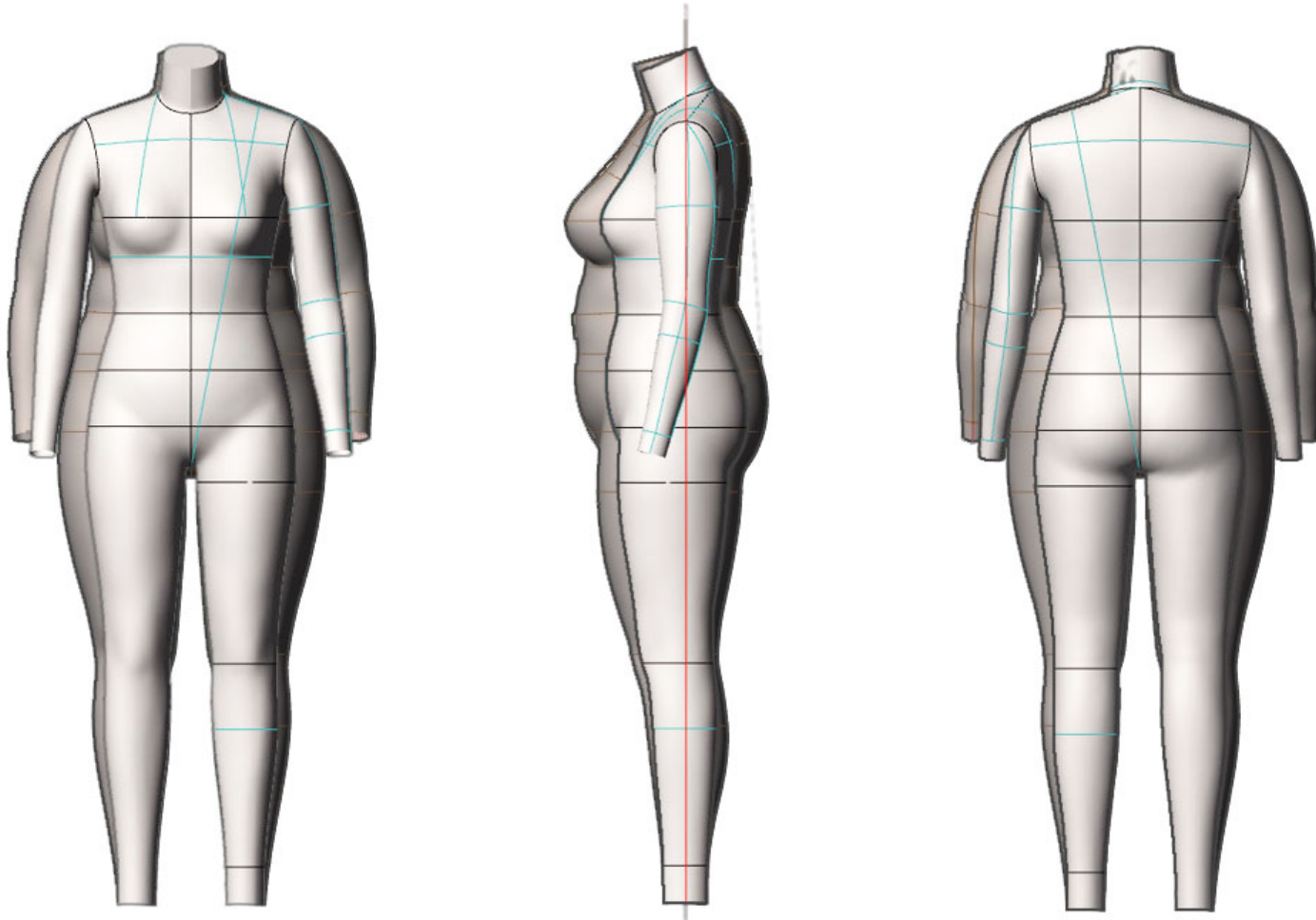
- Petite height:
 - Shorter in torso/ body, inseam & arm length.
- Petite width/circumference:
 - Adjusted at different points 1/4" to 1/2" (Bust, Waist, Hip, Etc)

Pattern Adjustments Missy to Petite



Missy To Plus

Missy 10 to Plus
Plus is a larger VERSION of Missy



Missy To Plus



MISSY

PLUS



Missy ———

Plus ———

Goal:

Develop and execute well balanced and proportionate fit for the Plus customer. Similar to Missy, start development with a proven Plus body as this can not be a conversion.

Fit Session Process & Role of the Cross Functional Teams

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Goal: Technical Design prepares for a fit session to confidently and efficiently run the fitting with the cross-functional team.

Technical Design:

- Preview samples on the dress form prior to the fitting.
- Check critical measurements and construction.
- Review grading, confirm it is up to date and appropriate for the style.
- Review fit comments from the last fit sample to determine if requested corrections have been executed.
- Review current vendor comments or questions to address with the CFT during fitting.
- Organize samples and cover sheet information in order according to priority/1st x-factory date, if time runs short.
- Review your Fit Model's measurements prior to the fit session. (re-measure model every 30 days).
- Have necessary tools to bring into your fit session. (camera, chalk, measuring tape, pins, masking tape, scissors).
- Bring previous fit sample to the fitting. For *Franchise* item bring last approval.
- Bring Benchmark recap, and if available the Product Review recap for CS & 1st fit sample.
- Send out fit meeting invite to CFT with style #s and description prior to fitting.
(ex: WAPR251002 - ButtonDown Blouse)

Design:

- Bring inspirational samples to the fitting.

Goal: Technical Design will run fit session while having control of the meeting, keeping all focus on delivering amazing product and fit consistency.

Technical Design:

- Introduce each style with style #, description, vendor, cut date (fm fit tag).

Product Management:

- Speak to time on the floor, units, any changes regarding timing or information since previous fit/ hand-off.
- Should address costing challenges and vendor execution.

Technical Design:

- Summarize findings from “Prefit” regarding fit, construction and quality (concerns or improvements).
- Mention any critical measurements out of tolerance for CFT awareness.

Design:

- Address aesthetic fit intent, comment on TD measurement call outs and incorporate notes from Product Review (if applicable). Design is to inform TD on how the garment is to be worn, ex buttoned placket, rolled sleeve or cuff and tucked shirt or not...etc

Technical Design:

- Executes fitting with focus on product comfort, functionality/movement & construction details.
- Discuss all fit issues & vendor call outs with the CFT and offer pro-active solutions.
- Express concern regarding any changes affecting a production-friendly execution.
- Summarize fit changes on each style to align on next expectation.
- Determine sample status and next steps to determine if CFT is required for next fit session.
- Take photos or video that will add clarity for vendor on comfort, function and movement on live model.

NOTE: Same style in a different fabrication should always be fit with previously approved fabrication.

Goal:

Technical Design to ensure that all changes were executed and verify style is ready to be Fit Approved or Approved for production.

Technical Design:

- Will confirm changes from previous fit comments were executed on sample.
- Review fit and verify product comfort, functionality/movement, construction all meet expectations.
- Address any vendor call outs.
- Take photos or video that will add clarity for vendor on comfort, function and movement on live model.
- Determine status and next steps.
 - Franchise items, require Tech Design Manager (or above) for Fit Approval.

***Franchise Defined as apparel items that we want to be known Famous for Fit at Kohl's. They are the “go-to” pieces of a wardrobe. Design, PM & Merchandising will together decide which items become “franchise” pieces