How does
our customer look?

Walbusch uses iSize to integrate current data on sizes, body shapes and postures from 'Best Age' models into its product development.

Walbusch has an outstanding reputation as a mail-order specialist for men and women in their best years. High-quality ladies' wear, menswear and functional apparel are sold through the Internet, catalogs and ten specialist stores. And the company from Solingen makes an all-encompassing promise to its customers – comfort from head to toe with dependable sizing & fitting and a high level of quality and service. More than 850 employees work at keeping this promise on three sites in Germany, Austria and Switzerland.

"From person to person"
Whether it's a personal discussion or an important product development issue, Walbusch always has a lot of time for its customers. Ensuring size & fit has always been one of Walbuschs's main priorities. Using the SizeGERMANY serial measurement program, the data portal iSize and target group-specific avatars, the Solingen company uses the opportunity to integrate individual customer feedback, quality assurance,

purchasing and the latest information about Walbusch customers into its collection concept.

"We wanted to take the subjective 'feel' our house models have when they wear our new garments – then analyze that as intensively as possible from an objective standpoint before putting it on a broader basis. So setting up target group-compatible avatars for trying-on garments was especially important for us."
Hartwig Bohnenkamp, Head of Quality Management, Walbusch

Walbusch – acting with its usual care and diligence
In the first phase of the project, current data from the Walbusch target group is filtered from the SizeGERMANY serial measurement program and evaluated separately. The first deviations from the default sizes table are already visible at this early stage. Waist circumferences are well above the expected values, but body heights are considerably shorter.

The second stage has an ambitious objective – the editing of body dimension tables and grading. This involves scrutinizing and updating all the dimensions, while retaining the same relevant body type irrespective of size. Using the new dimensions table, which is accurately tailored to the Walbusch customer mix, the professionals in Solingen now check the basic construction of their own designs – first of all taking ladies' wear size 42 for the pilot project. Anything goes here... everything is being tested.

Walbusch uses iSize to check the market shares of the new dimensions table, supplementing the customer image by means of scanatars, which provide information about body shape and posture characteristics. This is vital, because with increasing age, body shape and posture characteristics can significantly deviate, although the standard size remains the same. The specialist mail order company quickly realizes the enormous potential of this test analysis in that it is ideal for optimizing its own sizing & fitting. In the third phase of the test analysis, physical avatars are therefore created from the 3D models – exactly in accordance with both the company-specific specifications and the new SizeGERMANY sizes.

Checking the patterns objectively
The result of the first "avatars try-on" validates what the practical knowledge and experience of the quality developers and pattern makers has been telling them throughout – that they would find marked deviations in this customer group when compared to the traditional dimensions generated by the 'classroom knowledge' of the branch – and they do.

For example – it's clear that increasing age causes the angle of the front dart to widen significantly to much more than the 'old-school' 13 degrees – and the same is happening with the new waist sizes. Parallel to the analysis of the new SizeGERMANY data, the try-on sessions with the avatars also help the Walbusch designers to learn more about sizing & fitting problems for increasing body volumes – and they can incorporate this knowledge directly into the product development environment.

"We wanted a system that we could expand to suit our purposes, one which would always keep pace with current technical possibilities."
Hartwig Bohnenkamp, Head of Quality Management, Walbusch

After the pilot project, the company developed more avatars representing ladies' and gentlemen's sizes. There is now a physical avatar for every second size. Now the mail order company's customers judge the quality of the sizing & fitting. And to date it looks as if the Walbusch care and diligence has once again paid off...

The new data and the avatars convince the Walbusch professionals. Post-corrective actions used to be done individually and only through experience – but now they can be objectively incorporated into product development.

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