



Peter Hahn

How can we secure our size & fit philosophy in international product development?

Peter Hahn uses data from iSize and SizeGERMANY fashion manikins, creating a uniform understanding of sizing & fitting in Germany and Asia.

You can expect quality when you buy from Peter Hahn – and that’s exactly what you get. Around 8,500 items were in the 2013 Fall/Winter range – the focus is usually on womenswear, but the company also has menswear, underwear, shoes, accessoires and home textiles. Regular customer surveys confirm the high level of workmanship, material and size & fit. So it’s no wonder that the mail order company from Winterbach near Stuttgart is one of the most successful multi-channel businesses in Germany – and Peter Hahn wants to hold that premium position. That’s why the company sets new standards when it comes to sizing & fitting – and it realizes these standards consistently thanks to SizeGERMANY fashion manikins and iSize, the body dimensions portal.

Successful own brand strategy
Peter Hahn was one of the first SizeGERMANY partners, so the company knows a lot about its own market shares and the changing dimensions of its target groups. This knowledge has been fully exploited,

especially in the development of in-house brands. The target group in the womenswear sector is women from 45 to 75 years. The special feature here is that the company’s own labels follow a coordinated approach and support the Peter Hahn customer with the appropriate style through every age group. The sizing & fitting philosophy is also similar for each brand, but it follows body dimensions that change with advancing age. This is why Peter Hahn not only provides its international partners with model concepts in the collection development of its various own brands, but also with understandable sizing & fitting specifications based on the corresponding sizetables and the company’s sizing & fitting philosophy.

“Our own-brand strategy is based on a clear sizing & fitting concept and SizeGERMANY & iSize contribute a tremendous amount of added value to this.”

Jörg H. Mahncke, Head of Quality Management and Sustainability, Peter Hahn

Easier coordination in collection development
Peter Hahn also uses SizeGERMANY fashion manikins to monitor the required size & fit. The mail order company has an almost complete set of fashion manikins in Winterbach, Hong Kong and Bangkok, with sizes 36, 38, 42, 46, 50 and 54 for womenswear and 50 and 54 for menswear – and the uniformity of the sizes in measurement charts and fashion manikins is particularly appreciated. A preliminary processing and sizing & fitting inspection for sample pieces and sets of sample sizes is carried out in the Hong Kong and Bangkok procurement offices in coordination with the Peter Hahn HQ in Winterbach. The fitting of the garments on the uniform SizeGERMANY fashion manikins serves as an objective basis for communication. In the quality development department in Winterbach, they take it one step further after the delivery of the sample pieces/sets of sample sizes: the sizing & fitting and the finish of the supplied products are even more intensively assessed through trying-on procedures with live models – and the quality is also thoroughly checked based on tests like wash samples. Only then does production release take place.

“We can’t imagine working without the SizeGERMANY fashion manikins today. We can communicate much faster and more effectively because all our partners in Germany and in Asia have the same SizeGERMANY fashion manikins and are consequently accessing the same body shapes.”

Ingrid Baden, Head of Quality Development, Peter Hahn

Current body measurement data as a strategic factor
In addition to the fashion manikins, the company appreciates the analysis options in the iSize portal – for short or long sizes, for instance – but the development of body measurements in different age groups has also deepened the Peter Hahn team’s understanding of sizing & fitting.

“With iSize we can analyze our market shares and adapt our sizing & fitting step-by-step to increase our market potential – and that’s a key factor in our strategic orientation.”

Jörg H. Mahncke, Head of Quality Management and Sustainability, Peter Hahn

Today Peter Hahn delivers its garments to ten European countries – including Britain, France and Scandinavia. And thanks to iSize, new market potential could also be tapped here.

With the help of the SizeGERMANY fashion manikins, Peter Hahn is implementing a uniform understanding of sizing & fitting into the development of collections in Germany and Asia.

Best Practice Fashion