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Guess?, Inc. invites FastFit360 to speak at Vendor Conference

(Los Angeles, CA, MAY 12, 2010) We know that we are all mobile, global and want access from everywhere, anytime. Efficiency and speed to market mean everything in a world where retailers are placing more emphasis on global sourcing. One of the best ways to get a global team on the same page is a Global Vendor conference. Guess?, Inc. brought together, for the 2nd Annual Vendor conference, internal teams and vendors to their downtown Los Angeles offices.

On the line up to speak was Marshal Cohen, chief industry analyst with The NPD Group, David Birnbaum an author and internationally renowned garment industry consultant and Roxy Starr, EVP of Design and Development for FastFit360. The main focus of the conference was Speed. What all speakers agreed on was that technology continues to be a great enabler to visibility.

FastFit360 focused their rock n roll demonstration on capturing the technical teams as they fitted garments. Starr said, "The interesting part about the FastFit360 technology is that so many companies are finding original uses for it.

Clients are using it as a Global QA tool by creating a library of Approved garments or showing their partners internationally exactly how they correct a pattern.” Every retailer, brand, supplier, factory is comprised of a Global team, so the most important thing is managing time differences and using a common language, images. Starr continued: “A picture will always be better than a paragraph, utilizing language barriers correctly remains at the forefront of successful collaboration.”

FastFit360.com is a web-based tool that speeds up the garment design and development process by allowing retailers and suppliers to view samples and communicate style and fit changes visually over the Internet.

Please visit www.fastfit360.com or contact info@fastfit360.com for further details and pricing of the FastFit360 Solution.