

20 JULY 2010



"Future Tailoring"

INNOVA—GLASGOW

Imagine if buying clothes that suited your body shape and size meant standing in a cubicle for a couple of minutes to have your measurements taken to the nearest millimetre and then deciding what the finished article should look like. Technology and fashion have successfully collaborated to produce a body scanner which can determine the colour, material and style to produce custom-made clothing that fits without breaking the bank.

After surveying 5000 women in the UK Patrick and Jenny Gardner founded Innova in 2000 with the aim of satisfying a demand by women looking for fashionable clothes that fit their body shape and style preferences a price which is no more than that for comparable sized clothes.

They have partnered with local designers to bring flair to their range of clothing. In the longer term Innova expects to widen the number of 'fashion partners' whether retailers or designers to provide a platform to bring InnovaClothing to their customers.

AABW members have been invited to Innova studios at 21 Blytheswood Square, Glasgow to find out more about their custom-made clothing ranges and staff will be on hand to allow members to try out the new body scanning equipment.

The evening will commence at 6.30pm with refreshments and sandwiches and I would ask anyone wishing to participate to let me know no later than Friday, 16th July, 2010 so that I can confirm numbers.

Please either book online at www.aabw.org.uk or email admin@aabw.org.uk.

FOR FURTHER INFO CALL
AABW ADMIN ON 07885177760

OR

SIMPLY BOOK ONLINE AT
WWW.AABW.ORG.UK

