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Lectra and the *Camera Nazionale della Moda Italiana* sign a three-year partnership agreement

Paris, July 12, 2007 — Lectra, the world leader in integrated technological solutions dedicated to soft goods industries, has signed an historic partnership agreement with the prestigious Camera Nazionale della Moda Italiana (National Chamber for Italian Fashion), the association that governs, coordinates and promotes the development of Italian fashion worldwide.

Through its partnership with the *Camera Nazionale della Moda Italiana* (CNMI), Lectra will be associated with all major fashion events in Italy, such as industry-related conferences, promotional events and the world-renowned fashion shows of Milan. Lectra will also work with the CNMI on programs to help young Italian designers successfully achieve their projects.

Partnering at the Italian Fashion Weeks

Lectra and the CNMI will work in partnership at all the world famous "Fashion Weeks" in Milan: *Milano Moda Donna* and *Milano Moda Uomo*. *Milano Moda Donna* is a major event for the world's leading prêt-à-porter collections designers, and also the most prestigious platform for launching new names. CNMI will particularly involve Lectra in the Next Generation, Fashion Incubator projects and in any other initiative dedicated to the support of young designers.

Accompanying emerging fashion entrepreneurs

One of the main projects of the Lectra-CNMI partnership will involve the promotion and support of young fashion designers through the "*Fashion Incubator Project*."

"The primary objective of this project is to encourage the establishment and development of small fashion enterprise initiatives," said Mario Boselli, President of the *Camera Nazionale della Moda Italiana*. *"Lectra will provide its innovative technologies, and both Lectra and the CNMI will bring their expertise to support young designers in their projects, helping them to develop their activities and increase their creativity and competitiveness. This new partnership will create new opportunities for promising new designers who need this support to succeed."*

CNMI: the highest cultural values of Italian fashion

Founded in 1958 in Milan, the CNMI's mission is to defend and enhance the "made in Italy" image, both in Italy and abroad. The CNMI represents Italy's top 200 fashion companies and works with numerous schools to train and promote a new generation of fashion talent through specific projects.



**Daniel Harari,
Mario Boselli**



The organization acts as the privileged point of contact for all domestic and international activities aimed at promoting Italian fashion. The CNMI is the major protagonist on the international fashion scene, with highly developed networks with other fashion centers such as Paris, London and New York.

"Fashion professionals have been confronted by an increasingly competitive and fast-paced market context over the past decade," added Mario Boselli. "The benefits of technological innovation for production processes have been clearly demonstrated, and one of the next challenges is to increase the adoption by fashion professionals of innovative technologies during the creation process."

"We are proud to join forces with the Camera Nazionale della Moda Italiana," said Lectra CEO, Daniel Harari. "Lectra has always been heavily involved in Italy, where we accompany nearly 3,000 fashion companies in their daily activities. Our partnership with the CNMI will allow us to go even further."

About the Camera Nazionale della Moda Italiana

Camera Nazionale della Moda Italiana is a non-profit association that governs, coordinates and promotes the development of Italian fashion throughout the world. It represents the highest cultural values of the Italian fashion industry, and it exists to defend, coordinate and upgrade the image of these values, both in Italy and abroad. The Association is the point of reference and the privileged interlocutor for all national and international initiatives to give value and promote Italian style, Italian customs, and Italian fashion.

For further information please visit www.cameramoda.it

About Lectra

Lectra is the world leader in integrated technology solutions that automate, streamline and accelerate product design, development and manufacturing processes for the soft goods industries. Lectra develops the most advanced specialized software, cutting systems, and provides associated services to a broad array of markets including fashion (apparel, accessories, footwear), automotive (car seats and interiors, airbags), aeronautical, marine, and furniture. In the fashion sector, Lectra's expertise is in optimizing business process through fashion-dedicated PLM (Product Lifecycle Management). This integrated enterprise software covers the entire value chain, from design to manufacturing to managing the collections lifecycle. Lectra serves more than 17,000 customers in over 100 countries with 1,500 employees and \$272 million in 2006 revenues. The company is listed on the Euronext Paris stock exchange.

For more information please visit www.lectra.com