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## ***Gloria Jeans selects Lectra Fashion PLM to support its growth***

**Paris, October 9, 2007** - Lectra, the world leader in integrated technological solutions dedicated to industries that use soft goods, has announced that Gloria Jeans Corporation has chosen Lectra's PLM offering for the fashion industry.

Some 100 users will work with Lectra Fashion PLM on a day-to-day basis to speed up Gloria Jeans Corporation's collection development and ensure total control of the denim fabrics as well as non-denim product sourcing in China.

### **Gloria Jeans: a giant's change-over in full swing**

Gloria Jeans is a privately held Russian company that designs, manufactures and markets childrenswear and teenwear under the Gloria Jeans and Gee Jay brands. With its expansion in high gear, the company network includes over 15,000 people who manufacture and market 20 million garments a year.



Collection planning and merchandising details are born and developed at the Rostov-On-Don headquarters in Russia. Denim product design, development and manufacturing are conducted on the Novoshakhtinsk and Shakty factory sites. The Shanghai office is devoted to quality assurance, design, trend development and sourcing via Asia based sub-contractors.

*"Our objective is to extend our product offerings to our customer by significantly increasing the number of denim and non-denim lifestyle products, and to provide a wider range of both styles and value added fabrics. Our goal is to further develop our growing wholly owned retail and wholesale distribution network",* commented J. Carlos Samper, senior Vice President, Gloria Jeans Supply Chain Operations.

*"Our 3-year corporate development plan is very ambitious. Our management team is doing everything it can to ensure we identify and select best in class providers to assist us in reaching our goals. We selected Lectra and its Lectra Fashion PLM offering because we believe it is necessary to collaborate with a business partner with significant experience in the apparel and retail industry",* stated J. Carlos Samper.

### **Guaranteeing data reliability and information sharing**

Currently, communicating and sharing information about collections is done via e-mail and photocopies between the three main locations. Dozens of paper reports go back and forth and, for the most part, information updates are done informally.

With *Lectra Fashion PLM*, all those involved will have a single version of the information updated in real time and available at all times. Moreover, configuration of user roles will give them access to the information guaranteeing that work progresses according to plan and that lead-times are observed.



### **Controlling sourcing in China**

Thanks to *Lectra Fashion PLM*, Gloria Jeans will also be able to supervise denim and non-denim development and sourcing more efficiently. This joint working platform will enable the Shanghai office to optimize the management process dealing with calls for tenders, the choice of sub-contractors, prototyping and quality assurance.

### **Planning collection development to make better decisions**

With *Lectra Fashion PLM*, Gloria Jeans will have all the right tools for sticking to budgets and deadlines. The company will be able to sequence collection project phases, give priority to key operations, synchronize tasks and identify bottlenecks in real time. Good workflow management will help Gloria Jeans lower collection costs and speed up time to market.

### **Supporting the change-over**

A team of Lectra consultants will work hand-in-hand with Gloria Jeans to provide support for the PLM project. They will analyze the development cycles and processes specific to Gloria Jeans and its organization, so that Gloria Jeans can benefit from all the industry's best practices and integrate *Lectra Fashion PLM* while respecting the collection constraints and production lead-times already under way.

### **About Gloria Jeans**

Gloria Jeans is the largest corporation in Russia and Europe manufacturing and selling garments for young people, children, and adults. Gloria Jeans is a company that designs fashion brands and successfully operates in casual and city lifestyle segments. Its revenues in 2006 reached nearly \$170 mln. The manufacturing base includes factories in Russia (in towns such as Novoshakhtinsk, Shakhty, Millerovo, Zverevo, Ust-Donetsk, Kamensk-Shakhtinsky, Prokhladny, etc.) and Style Company in Ukraine. Gloria Jeans leads its market activities through sales offices, business structures and centers operating in all regions of the Russian Federation, CIS countries (Ukraine, Kazakhstan, Belarus), as well as in Brazil, China, Japan, Turkey, Poland, Italy, and the U.S. In coming years, Gloria Jeans plans to increase the number of company-owned stores up to 600.

### **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. 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).

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