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Lectra Launches Student Competition in Conjunction with Maria Grachvogel

London (United Kingdom), February 19, 2010 – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—textiles, leather, industrial fabrics, and composite materials—, is proud to announce the launch of its student design competition in partnership with renowned London-based luxury women’s wear designer Maria Grachvogel.

The competition specifically for fashion students of Lectra’s 35 Education Partner schools in the UK, is offering the chance of an internship of 6 - 12 months based at Maria Grachvogel’s studio in London for the talented winner. The objective will be for the students to create a womenswear garment from design to finished product, using Lectra technologies, at some stage of their project.

The competition, launched on 1st February will finish in May 2010. The initial selection will be done by course tutors and independent experts who will shortlist the most interesting students’ projects. The finalists will be invited to an event in London and asked to present their design project to Maria Grachvogel who will make the final decision. The winner will then start his/her internship at Maria Grachvogel’s studio where Kaledo[®], Lectra’s professional fashion design software platform, Modaris[®] and Diamino[®] are used throughout the collection development.

Both Maria and Lectra are committed to helping young designers develop their talents and providing them with the skills they need in the fashion business. *“I have always found it very difficult to find graduates with the right CAD skills and I am excited about the competition as all the students taking part will already have some knowledge and a good understanding of this”,* said Maria Grachvogel.

“This student competition is a testament to Lectra’s commitment to supporting education in the UK,” said Mark Lyness, Managing Director of Lectra UK. *“We are very proud that Maria Grachvogel is partnering with Lectra to prepare our next generation of fashion professionals,”* *We aim to become a key contributor, helping UK students to train on the best and most up-to-date technology and with the best designers ever.”*

The Lectra Education Partnership programme, started in 2007. This programme aims to provide university courses with the latest technology for textile and fashion design and product development. For years, Lectra has supported education by offering the use of its technologies and expertise. As an industry leader, Lectra is responsible for contributing to the development and preparation of students for life-long careers. To date, over 800 schools and universities worldwide have integrated Lectra solutions into their curricula.

About Maria Grachvogel

Maria Grachvogel established her company in 1994 and showed for the first time at London Fashion Week in 1995. After showing in New York last season, she returns to London for Autumn/Winter 2010 to celebrate the 15th anniversary of her first London catwalk show and the launch of the Maria Grachvogel online store. Self-taught in design and pattern cutting, Maria is an expert in creative and transformative cut and fit for all women. She believes great design is an essential and delicate combination of art and functionality and sees her role as an architect for the female form. Each season the collection begins and ends with the woman and for AW10 Maria has been concentrating on power and sculptural opulence. Each collection evolves with ever more ingenuity, reinforcing her unique brand of modern couture.

For more information, please visit mariagrachvogel.com

About Lectra

Lectra is the world leader in integrated technology solutions that automate, streamline and accelerate product design, development and manufacturing processes for industries using soft materials. Lectra develops the most advanced specialized software and cutting systems and provides associated services to a broad array of markets including fashion (apparel, accessories, footwear), automotive (car seats and interiors, airbags), furniture, as well as a wide variety of other market sectors, such as aeronautical and marine industries, wind power and personal protective equipment. Lectra serves 23,000 customers in more than 100 countries with 1,400 employees and \$214 million in 2009 revenues. The company is listed on Euronext Paris.

For more information, please visit www.lectra.com