



CUSTOMER SUCCESS STORY



KEY HIGHLIGHTS

INDUSTRY: Fashion

MARKET
Apparel

CHALLENGE
To increase productivity and efficiency while ensuring quality

LECTRA SOLUTION
Kaledo® Collection

BENEFITS
Optimized and simplified collection management. Improved data quality and an enriched artistic capital.

“With Kaledo’s fashion-specific functions, we have succeeded in saving a considerable amount of time throughout the entire collection creation process, from trend boards through to technical specifications for garments. Integrating Kaledo Collection with our design and product development process has been fundamentally important: we have now optimized colorway creation as well as filling line drawings. Plus, the constant professional help provided by the Lectra team during this phase has proved to be a huge benefit.

We have also noticed a marked improvement in the quality of our data and a definite enhancement of our “artistic capital.” We can update our files much more quickly, and we can effectively reuse existing designs within Kaledo to develop new products. This means that we optimize our time and simplify the managerial processes for our collections.

Using Kaledo Print and its professional tools, we can manage all-over and marker-made tonal fabrics. Kaledo Collection’s powerful search engine and “push” technology make our day-to-day work quicker and simpler. With its vector images, industry-specific tools, and its simple method for creating trend boards and collection storyboards, this Lectra solution is absolutely unique. Now, we couldn’t do without it.”

*Alessandra Tortora, Owner,
Altola Sas (Italy)*

ALTOLÀ SAS

Founded in 1999, Altolà is the brainchild of Alessandra Tortora. The Italian company produces high-quality ranges of underwear, nightwear and bathwear for women, men and children, and focuses mainly on the stylistic creation of collections. Altolà has extensive knowledge of sample-making and industrial production thanks to the wealth of experience it has gained in Italy and abroad over years of work in the sector.

Altolà is a freelance company that specializes in offering major labels a comprehensive service for collection creation, including: studying seasonal trends with moodboards and colour palettes, creating print designs, pattern repeats, overlays and colorways, sourcing and designing new accessories, color variations, and summary reports of collection variations. The package is completed with a specifications kit for creating garments, fabrics and accessories.

In order to support its creative flair and goal of permanent expansion, Altolà continues to invest in specific software solutions to keep improving and accelerating collection creation. Altolà clients include Dolce & Gabbana, Lovable, Fila, Upim and Parah.

ABOUT LECTRA

Lectra is the world leader in integrated technology solutions that automate, streamline, and accelerate product design, development, and manufacturing processes for the textile industry. Lectra supplies the most advanced specialized software and cutting systems and provides associated services to companies in a broad array of markets including the fashion (apparel, accessories, footwear), automotive (car seats and interiors, airbags), aeronautical, marine and furniture industries. Lectra serves 23,000 customers in more than 100 countries with 1,500 employees. The company is listed on Euronext Paris.