



**Lectra**

Claude Martin, CEO  
Christian Moreau, France



“No matter how complicated our patterns get, we can always be reassured that our cut and fit remain constant thanks to Lectra.”

Marie-France d’Autryve  
Manager of creation,  
development, sourcing and  
production, Christian  
Moreau, France



“Lectra’s solutions have not only made our sophisticated patterns realistically producible, but they’ve also helped us be more efficient and creative. I can’t imagine how we could ever work without Lectra.”

## Christian Moreau goes for the Gold at the 2008 Summer Olympics with Creative Gymnastics Leotards using Lectra’s Modaris<sup>®</sup> ExpertPro, Diamino<sup>®</sup> Expert and Vector<sup>®</sup>

Since 1984, Christian Moreau has been creating fashionable, high quality sportswear for competitive gymnasts. Their famous script-style logo, representing the strength and fluidity of gymnasts as well as of their products, accompanies top athletes from around the world to their most important national and international events, including the Olympic Games. Endorsed for several years by 2004 French gold medalist Emilie Le Pennec, champion of the uneven bars at Athens, Christian Moreau this year is outfitting the gymnastics teams from nine different nationalities—including France, Romania, Ukraine, and China—at the 2008 Olympics in Beijing. Recognized throughout the professional and amateur circuits for their original styles, perfect cut and fit, and excellence of quality, Christian Moreau’s leotards are available in specialized athletic apparel shops in 12 countries and for online purchase and shipping to anywhere in the world from their factory near Lyon, France.

### SOPHISTICATED PATTERNS, ORIGINAL DESIGNS, THOUSANDS OF SMALL PRODUCTION SERIES

Unique patterns are primary to Christian Moreau’s success. Each year they produce and sell 80,000 leotards worldwide, usually on demand. Keeping very little stock on-hand, the company often works with gymnastics teams and associations, including top-level teams, to develop custom leotards with original designs.

Uniqueness of design is a crucial competitive factor for the company, as they need to maintain their position as trend-setters in leotard design. “Gymnastics is a sport of demonstration and therefore of appearance, and we respond better than anyone to that demand,” said Claude Martin, CEO of Christian Moreau. “There’s just no comparison to the look of competitive leotards today compared to ten or even five years ago.” A sophisticated design also supports Martin’s “entry barrier” strategy, preventing competition from mass production of similar products.

As they pushed the complexity of their products, new development and production challenges arose. Converting an imaginative sketch into a usable, practical pattern in a wide range of sizes required not only a talented pattern-maker but also a powerful technology solution. Multiplying the number of smaller, decorative pieces also produced a need for optimized marker-making. Christian Moreau needed a solution that would not only make the patterns feasible but ensure the profitability of that development by guaranteeing efficiency and accuracy.

Fabric consumption was also an issue, as Christian Moreau uses the highest quality decorative Lycra and multi-stretch velours, often pre-printed with holograms and glitter. At a fabric cost of approximately €50 per meter, they needed a solution that would guarantee efficiency and a high quality cut to reduce wasted fabric and lost time.

Yet with thousands of small runs, maximizing marker-making and cutting was challenging. “Series of twelve leotards in four different sizes is a common order around here,” said Marie-France d’Autryve, manager of creation, development, sourcing, and production at Christian Moreau. As a result, she said, the company was constantly running behind on marker-making and cutting, particularly during their “high season” in the fall, when clubs and teams send in their orders for the new competition year.

Cutting needs were further complicated by the need for highly intricate cuts, as all decorative fabric pieces (4-mm bias ribbons, cut-outs, appliqués) are also produced in-house using the same fabric to ensure consistency of color and quality.

## Patterns, markers, and cutting that optimize efficiency, production, and profitability

Modaris ExpertPro's integrated grading and dependencies concepts have made it possible to maintain profitability as the styles increased in complexity, according to d'Autryve.

Only Modaris ExpertPro makes it possible for pattern-makers to assign dependent pattern pieces and create multiple grades automatically from previously graded basic blocks during development, eliminating repetitive tasks, guaranteeing accuracy even after pattern modifications, and resulting in the highest quality patterns in record time, even for complex leotard designs. "We have all these little pieces now, sometimes ten or more pieces for just one single leotard," she said. "And everything, every little piece, even just an appliqué, has to be graded. You can't imagine how much easier Modaris ExpertPro has made this.

"Since working with Modaris ExpertPro, our evolution and improved efficiency has been phenomenal," said d'Autryve. "There's just no comparison."

"The dependencies feature has also made a huge difference, because each of those little pieces has to line up with some other piece somewhere. This is particularly important at the side seams and shoulder seams. With this kind of fabric and this kind of garment, everything has to line up just perfectly. And I can tell you that it does, every time. Thanks to the dependencies concept, we just don't have any surprises. We don't run into things where we see that we forgot to grade this or that piece compared to a connecting piece."



## 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 the aeronautical and marine industries, wind power, personal protective equipment. Lectra serves 23,000 customers in more than 100 countries with 1,500 employees. The company is listed on Euronext Paris.

These same tiny but complex pieces are optimally managed in DiaminoFashion Expert. DiaminoFashion Expert is Lectra's state-of-the-art marker-making solution. It offers fast and easy interactive nesting as well as fully automated nesting based on the latest technologies, respecting garment and fabric constraints, such as those presented by working with multidirectional stretch velours. "Even with these unusual shapes and our small runs, we're still managing to get up to 78% efficiency in the use of fabric, which is really fantastic," d'Autryve said.

"Since using Diamino Expert our material costs have been dropping every year," Martin said. "We've never been so profitable."

Running behind on the cutting schedule is no longer an issue, d'Autryve said. "We just set up DiaminoFashion Expert to run automatically, and now our employees are freed up to do other work. All the stress and added expenses have just disappeared."

Their 4-mm bias ribbons are easily handled by their Vector automated cutter. "It works very well for these fine cuts," she said. "We even made a kind of decorative Chinese button for the Chinese Olympic team. It was a very sophisticated design, with internal cuts, and we managed these just fine with our Vector."

Regular training by Lectra's solutions experts has significantly enhanced Christian Moreau's use of Diamino Expert and especially Modaris ExpertPro. "Lectra's trainers are obviously experts in their field, and the trainer we've been working with knows our company as well as we do," said d'Autryve. "Every now and then we have her come in for a day or two, when we're ready to move up to the next level of optimization. She always has great ideas, new ways of improving the way we use the software. She really knows how to make it work to our specific requirements.

"All in all, Lectra has responded perfectly to our needs," she said.

Equipped with Software Evolution contracts, Christian Moreau looks forward to the new technologies offered by Lectra to accompany them as they

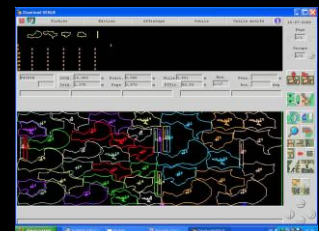
## More about MODARIS ExpertPro



### The benchmark pattern-making solution for the apparel market.

Modaris ExpertPro boosts pattern-making office productivity up to 30% (depending on garment type) with a unique and efficient pattern creation approach ("all-size pattern concept"). Its dependency capabilities ensure full consistency of pattern pieces at all times during the development process. Tedious checking tasks are also eliminated, and perfect product quality is ensured.

## More about DIAMINO FASHION Expert



### The most advanced marker-making solution for increased productivity and profitability

User-friendly and capable of handling all kinds of garments and fabrics, DiaminoFashion Expert works autonomously once the list of markers has been defined. Optimized nesting of pieces results in material savings of up to 2% with version V5R3.

evolve in the coming years. "Lectra is constantly moving forward," d'Autryve said. "And I have no doubts that their technology will continue to advance. "It's what we've come to expect from Lectra."