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With newly extended Modaris 3D Fit simulation capabilities, Lectra promotes the use of virtual 3D prototyping in the apparel industry

Paris, June 12, 2008 – Lectra, the world leader in integrated technology solutions dedicated to the fashion industry, is pleased to announce that the new version of Modaris 3D Fit, the highest performance virtual 3D prototyping solution on the market, is now available.

Modaris 3D Fit enables pattern-makers, designers, developers, and sales and marketing teams to simulate and visualize their models in 3D on a virtual mannequin, including the colors, motifs, and fabrics (taking into account their mechanical behavior) originally created in 2D. With Modaris 3D Fit, the look and fit of a garment can be verified, and its style and that of entire collections can be validated.



3D virtual prototyping: accelerating product development cycles and reducing costs

As in the automotive and aeronautical industries and other sectors where virtual 3D prototyping has already proved its worth and become a key element of product development, this technology is now offering numerous advantages for professionals in the fashion industry as well.

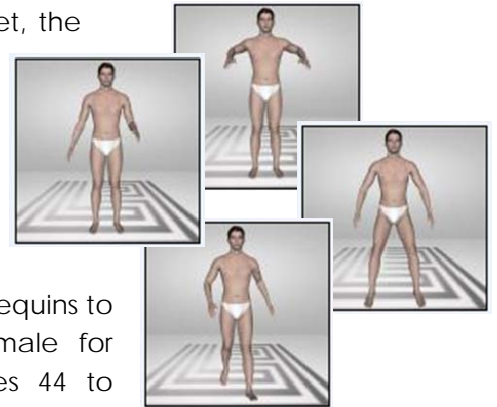
Virtual 3D prototyping ensures the quality of a garment and its look and fit in all graded sizes, reduces the number of physical prototypes necessary to finalize a model, and makes communication more fluid among the actors in product development. It thus accelerates the collection development cycle and enables users to overcome the "Fast Fashion"-specific challenges of an ever-increasing number of collections and product variants. Finally, 3D virtual prototyping helps reduce development costs and, as such, is a real competitive advantage for apparel professionals. Modaris 3D Fit stands out as the most advanced solution for the universe of fashion.

"Compared to the traditional method, Modaris 3D Fit lets us finalize models more quickly, with improved accuracy in the proportions and fit. Modaris 3D Fit lets us meet specific customer needs more efficiently. We can guarantee optimal quality and respect their morphological characteristics by using parametric mannequins which we adapt according to their needs. With Modaris 3D Fit we can offer our services to more companies, handle a wider variety of products, and communicate faster," said Massimo Trambaioli, Managing Director at Pronto Model, a service bureau working for major Italian brands.

"Nowadays, product development costs and delivery times are key elements for all professionals in the apparel industry. With Modaris 3D Fit, virtual 3D prototyping can yield incommensurable reductions—between 30 and 50% on average, depending on the models—in product development cycle times, generating significant cost reductions for our customers," emphasized Daniel Harari, CEO Lectra. *"In addition, by optimizing communication and cooperation among all actors in the product development process, Modaris 3D Fit is also an effective aid to decision-making."*

The new version of Modaris 3D Fit: perfectly adapted to the new realities of the apparel market

In the context of a constantly changing global apparel market, the “plus size” sector is experiencing a period of growth. In France, one in two women is a size 44 or more. In Spain, 60% of the adult population buys clothes over size 44. In the USA, recent studies predict a 15% increase in the “plus size” sector over the next five years.



Taking account of the realities of the market, Lectra has thus enhanced Modaris 3D Fit by adding two new parametric mannequins to its previous eight. These new mannequins—a “plus size” male for simulating garments sized 58 to 66, and a female for sizes 44 to 52—have been designed correspond to the new market segments.

In addition, Lectra has reinforced Modaris 3D Fit’s capacities for checking look and fit by adding new postures for all its parametric mannequins. Modaris 3D Fit V5R2 also features an enriched library of materials—the most complete such library on the market—now with twenty new supplementary materials bringing the total number to 140. This now make 3D simulation possible for certain knits as well as technical and/or professional clothing.

Modaris 3D Fit: the choice of today’s fashion schools for tomorrow’s pattern-makers

Aware of the pedagogical interest and potential represented by the mastery of virtual 3D prototyping, numerous fashion schools around the world have already incorporated Modaris 3D Fit into their pattern-making curricula.

“One of the main advantages of Modaris 3D Fit is its capacity to accelerate a company’s product development processes. It is also used as support and as a learning aid for each of our students,” explained Mirko Cecchini, professor at the University of Urbino in Italy.

Modaris 3D Fit: Compatible with Windows Vista

As with all new Lectra solutions, Modaris 3D Fit V5R2 is compatible with Microsoft’s Windows Vista operating system.

In line with Lectra’s strategy of accompanying its customers, Modaris 3D Fit is supported by a range of high value-added professional services delivered by Lectra’s trade and solutions experts.

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 20,000 customers in more than 100 countries with 1,550 employees and \$297 million in 2007 revenues. The company is listed on Euronext Paris.

For more information, please visit www.lectra.com