

Princesse tam.tam Optimises Pattern-Making Productivity and Efficiency with Lectra's Modaris ExpertPro



Using Modaris ExpertPro's dependencies application, Princesse tam.tam's pattern-makers are up to 30% more efficient.



Valérie Buisson,
Pattern-Making Manager,
Princesse tam.tam



"Modaris ExpertPro constantly guarantees us quality and reliability when studying and analyzing our new models and prototypes. Working with Modaris ExpertPro's dependencies concept has reduced the time I spend finalizing a product by at least 30%."

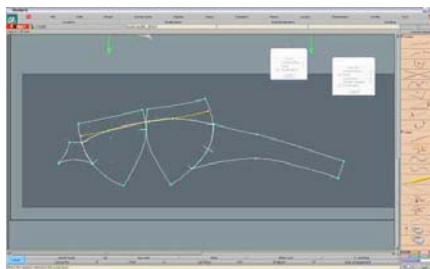
Created in France by the two sisters Hiridjee in 1985, the Princesse tam.tam brand is recognized for its exceptionally feminine intimate apparel, combining freedom, audacity, and chic. Their collections of fashionable, semi-selective lingerie, swimwear, and homewear are designed entirely by women for women. Like the brand's namesake, the loveable, unpredictable barefoot princess and heroine of the 1935 French film *Princesse Tam-Tam*, Princesse tam.tam's collections represent beauty, extravagance, colors, prints, and a sense of detail and humor. In 2006, founder Loumia Hiridjee was named top lingerie designer by the Paris, Capital of Creation, organization. That same year it was acquired by the Japanese company Fast Retailing, the seventh largest ready-to-wear group in the world. Now present in 45 countries, the French lingerie label's product lines are available in its boutiques, in department stores, in multi-brand retail boutiques, and online.

Ongoing challenges for an innovative, audacious brand: more creative designs, a wider variety of associated materials, and overseas production facilities

Princesse tam.tam's 23-year history of exponential growth has been challenged with even greater acceleration since its 2006 takeover by Fast Retailing. This creative company has been expanding not only in volume of production and revenues, but also in the originality and complexity of its styles. Princesse Tam-Tam's talented design team has started delivering more and more challenging sketches to the pattern-making department for the development of prototypes, according to Valérie Buisson, pattern-making manager for the company. "As in any fashion company, the pattern makers have the delicate task of providing the stepping stone between imagination and reality," she said. "But in addition to that, we also have the peculiarities of the lingerie business. With lingerie, and especially bras, you have to work in two dimensions on something that must be perceived in volume." This also affects the grading of sizes, Buisson said, as adapting a pattern to various sizes involves configuring for different cup sizes as well.

Another challenge of working with lingerie patterns is the significant number of dependencies—pattern pieces directly linked to and affected by the size and position of other pieces—in each pattern. "Managing all the dependencies in making lingerie patterns can be an extremely tedious task if you're having to work with each one individually," Buisson said. "We have to take into consideration all the lining, layered fabrics, laces, Lycra, foam, and other materials, which are placed or stretched in different ways depending on how the fabric lays out, so as to be able really create a context of 'second skin,'" she said. "It has to be done just right, but when it's done manually, it's incredibly time-consuming."

Princesse tam.tam's pattern-making team also needed an efficient and effective way to communicate their precise needs and specifications to production facilities in the Indian Ocean region and their outsourced manufacturers in Asia and the Maghreb. Reduced lead times were a certain risk of working with overseas manufacturers; their computer-aided design and manufacturing solutions would have to battle against these risks.



Modaris ExpertPro The benchmark pattern-making solution for the apparel market

Modaris ExpertPro boosts pattern-making productivity up to 30% (depending on the garment type) with its unique and efficient pattern creation approach. 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.

Lectra's Modaris ExpertPro "adds an entirely new dimension" to Princesse tam.tam's pattern-making

For Valérie Buisson, the choice of technology partner was obvious. "With my history of more than 20 years working with Lectra solutions, I have come to know that Lectra genuinely invests itself and its expertise into developing solutions that improve working conditions, save time, and create perfect models."

Already equipped with Modaris ModePro, Buisson was attracted by the many additional capabilities offered by Modaris ExpertPro. "Modaris really revolutionized our working method," she said. "But Modaris ExpertPro has added an entirely new dimension to the efficiency and productivity of our work."

Modaris ExpertPro provides a reliable, intelligent solution for pattern-makers, offering high quality, ease of use, and improved productivity in all pattern realization activities (creation, modification, industrialization, grading, checking, pre-production). Lectra's unique powerful dependencies concept, available only in Modaris ExpertPro, links parts of pattern pieces directly to other pieces so that tedious tasks are all but eliminated. With its all-size pattern design concept, patterns are automatically graded as they are developed. And data file transfers among users anywhere in the world improve communication and time-to-market.

Modaris ExpertPro's dependencies concept has made the greatest difference in Princesse tam.tam's pattern-making room. "We no longer have to make modifications piece by piece and then extract them, with the risk of forgetting certain pieces or making anomalies," said Buisson. "Now when a pattern gets modified, that modification gets reflected in the whole set of pieces related to that pattern. It's a guarantee that our modifications are carried out with precision. Working with dependencies has reduced the time I spend finalizing a product by at least 30%."

Grading, even with the constraint of volume in cup sizes, is also easier and more reliable, despite the complexity of Princesse tam.tam's lingerie patterns. "I think we're really putting Lectra's grading technology to the test!" she said. "But I can definitely say that we haven't been disappointed."

Reliable data exchanges with the manufacturing sites across the globe mean that Princesse tam.tam's pattern-making quality gets carried through all the way to the end of the process. "Now, all our technical files, the measure tables, and any other elements helpful for the production phase are made here in our headquarters and then transferred to the manufacturing sites online," she said.

Lectra's experts have been constantly present to oversee the implementation and optimum use of Modaris ExpertPro, a service Buisson calls "indispensable." This personalized, hand-in-hand approach has ensured that their investment is maximized. "We have learned how to fully optimize our working time, the quality of our work, and the value of our analyses," she said.

"Now that we have Modaris ExpertPro," she said, "I just couldn't imagine making our patterns without it."

PRINCESSE tam.tam
PARIS

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), aeronautical, marine, and furniture. Lectra serves more than 20,000 customers in over 100 countries with 1,550 employees. Lectra is listed on the Euronext Paris stock exchange.

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