

Contact – Lectra Headquarters / Press Dept.: Nathalie Fournier-Christol
 Email: n.fournier-christol@lectra.com
 Tel.: +33 (0)1 53 64 42 37 – Fax: +33 (0)1 53 64 43 40

Lectra unveils Lectra Fashion PLM V5

This latest release reaches new heights by extending its process coverage to pre-production stages for brands and retailers

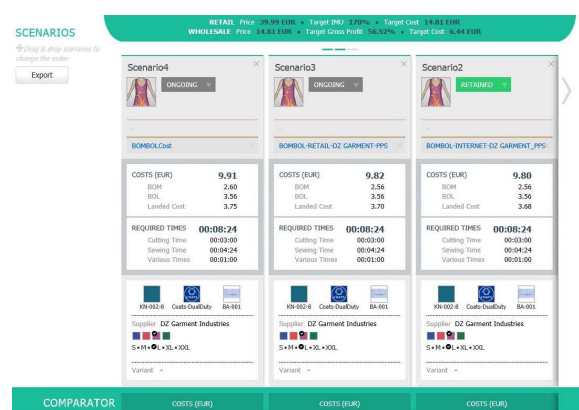
Paris, June 28, 2016 – Lectra, the world leader in integrated technology solutions dedicated to industries using fabrics, leather, technical textiles and composite materials, is pleased to announce the launch of Lectra Fashion PLM V5, the newest version of its product lifecycle management solution. This new release boosts overall production efficiency by extending its process coverage to pre-production stages.

Tailor-made for brands and retailers, the innovative solution was developed with the ambition of addressing the market-specific challenges of today. “We are now living in a digital world, more so in fashion than other sectors and Lectra aims to keep its customers ahead of the evolving industry. To help them deliver profitable, on-trend collections within increasingly tight time constraints, we need to go one step further by accompanying them in their pre-production processes with both our technology and industry expertise. Clearing potential roadblocks right from the start ensures efficiency in the later production stages,” explains Céline Choussy Bedouet, Chief Marketing and Communications Officer, Lectra.

The extended process coverage will provide greater visibility over fabric and product cost management processes and guide companies towards making the right calls prior to production. This helps companies optimize profitability as the solution enables them to run multiple cost simulations concurrently via consolidated summary views. Additionally, this latest version will help reduce fabric waste in production, as companies will be able to estimate fabric consumption for future collections and simulate different purchase-order scenarios earlier on.

In addition, given the increasingly nomadic nature of its users, Lectra Fashion PLM V5 is equipping companies with a brand new series of mobile applications to accelerate day-to-day decision-making. By being able to share and view mobile versions of their works-in-progress, brands and retailers can make on-the-spot decisions on work priorities, their collection range, the size and fit of their products during off-site meetings.

Furthermore, while improving profit margins and production speed are top priorities, Lectra is not compromising on design quality. As the PLM V5 solution is integrated with Adobe® Creative Cloud, connected design teams can create top-quality sketches with Adobe® Creative Suite and make changes while working in their native environments. Lectra is also careful not to neglect the creative thought process by providing a mobile application for designers to take and share photos instantly with their team members. To facilitate the patternmaking process for customers, Lectra Fashion PLM has upgraded their previous solution by including newer, more sophisticated and substantial content libraries.



Last but not least, Lectra Fashion PLM V5 makes the user experience a smooth and fuss-free one. Featuring a more intuitive and visually appealing interface, users will have easy access to more detailed information such as product specifications.

“Lectra continuously strives to push past the frontiers of fashion technology to better serve this industry. We aim to accompany our customers every step of the way, right from the very first creative spark to the final production stages. With 40 years of fashion industry experience under our belts, our goal now is to keep innovating. Lectra Fashion PLM V5 is another sign of our commitment to this goal,” concludes Daniel Harari, Lectra CEO.

About Lectra

Lectra is the world leader in integrated technology solutions (software, automated cutting equipment, and associated services) specifically designed for industries using fabrics, leather, technical textiles, and composite materials to manufacture their products. It serves major world markets: fashion and apparel, automotive, and furniture as well as a broad array of other industries. Lectra’s solutions, specific to each market, enable customers to automate and optimize product design, development, and manufacturing. With more than 1,500 employees, Lectra has developed privileged relationships with prestigious customers in more than 100 countries, contributing to their operational excellence. Lectra registered revenues of \$264 million in 2015 and is listed on Euronext.

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