



## SCHOOL SPOTLIGHT



### LOCATION

Bournemouth, United Kingdom

### SPECIALITY

Art, design, media, and performance across the creative industries, including fashion

### HIGHLIGHT

Digital pattern-making skills and industry contacts introduced by Lectra have improved students' work placements and career opportunities

### LECTRA SOLUTIONS

**Kaledo®:** enables designers to sketch and manage collections, as well as to create printed, woven, and knitted textiles

**Modaris®:** the fashion industry standard software for 2D pattern-making, grading, and 3D prototyping

**Diamino®:** the most powerful software for making efficient markers at the costing, prototyping, material purchase, and production stages

**ARTS  
UNIVERSITY  
COLLEGE  
BOURNEMOUTH**

## LECTRA EDUCATION PARTNER EQUIPS STUDENTS WITH POWERFUL TOOLS TO SUCCEED IN THE INDUSTRY

The Arts University College at Bournemouth (AUCB), established in 1885 as a specialist institution, is now a leading university college offering high quality specialist education in art, design, media, and performance across the creative industries, including fashion. The university college is passionate about its subjects and encourages curiosity, risk-taking, and adventure in exploring and pushing subject knowledge and boundaries.

The BA(Hons) Fashion Design & Technology course is unique in that it offers an innovative design approach alongside fashion specific technology. The university college's lecturers understood the importance that computer literacy held in the field of garment technology, and this drove the emphasis on fashion technology. When they started seeking a fashion technology provider for their institution, Lectra stood out as the obvious choice.

"We had Lectra and Gerber as the two options, but we felt that fashion solution specialist Lectra had the most comprehensive program and dedication to the education sector, and that was key," says BA (Hons) Fashion Design and Technology Course Leader Sarah Charles. "Having industry partners such as Lectra at the university college helps students develop as multi-faceted employees who are extremely creative, technically skilled, and above all, highly employable."



## **Offering the best skills for students to succeed in the industry**

AUCB became a Lectra Education Partner six years ago, introducing Lectra's pattern-making solution Modaris to its courses. In the last 18 months they have added Lectra's Kaledo design solution and Lectra's Diamino marker-making solution to the curriculum. First-year students are introduced to the solutions individually, and second-year students learn to confidently master these powerful solutions in combination. "Now that we teach Kaledo, Modaris, and Diamino, we can incorporate the whole design and product development cycle," says Karen Ryan, senior lecturer of fashion design and technology.

According to Senior Lecturer Patricia Grice, some students are initially apprehensive about learning these new tools, but that quickly turns to excitement when they realize the potential and ease with which they can produce excellent work. Being able to create and manipulate even very complex patterns with Modaris has enabled students to increase the accuracy of their work as well as save time creating their final collections.

Learning digital pattern making has inspired final year Fashion Design and Technology student Scott Curley to focus on pattern cutting. "It is amazing how quickly patterns can be created and modified," he says. "It has really allowed me to have more time for other things such as ensuring the perfect fit. I have so much more time to work on the creative side."

And working with Diamino has taught Scott how efficient Lectra's marker-making solution can be. "I was amazed to realize how much money I saved on fabric by using Diamino for my collection," says Scott, who like all AUCB students must provide his own fabric. "I used 50% of the fabric I would have used if I had done it manually."

Classmate Rory Payne agrees, adding that for him, having Modaris in the curriculum was the "decision-maker" in his choice of universities. "I felt strongly that it would give me competitive advantage in the job market," he says. "I got my placement because of my digital pattern-making skills, and I am confident it will help me after graduating."

The next step for AUCB is to explore Lectra's 3D pattern-making and prototyping solution. "We are really excited about the prospect of introducing virtual prototyping to our course program," Patricia Grice says. "It is such a hot topic in the industry. We hope to be one of the first fashion courses in the UK to have it on our program."

## **The importance of industry links**

According to Sarah Charles, being well connected to the industry is critical. "We attract students to our university college by offering facilities that will best prepare our students for the industry," she says. "Our technical focus is a real advantage in the fashion industry that is crying out for more graduates with technical skills. Offering Lectra's up-to-date solutions and industry knowledge means we are giving our students the best possible start for their careers."

The industry contacts provided through the Lectra partnership have been a major advantage for the university college, its professors, and its students, says Patricia Grice. "This partnership with Lectra has given me the opportunity to meet up with other people in the industry," she says. "The networking aspect is brilliant, extremely valuable."

For Sarah Charles, the Lectra Education Partnership has been a full success, and the university college and its graduates have succeeded better because of it. "We have been very pleased to partner with Lectra," she says. "The partnership provides important support, best practices, and links to the industry. Lectra fashion solutions are user-friendly, efficient, and accurate. They provide immense benefit to the industry in the competitive market, and therefore it is crucial that students are exposed to them at an early stage, well before entering the workforce."

## **STUDENT SUCCESS**



Lectra and its prestigious customer Maria Grachvogel organized a design competition in 2010 for students of Lectra's education partners. AUCB Fashion Design and Technology student Phillipa Toppin won the competition and was awarded a year's internship at Maria Grachvogel. Following her success as Maria's intern, Phillipa was employed permanently as assistant pattern designer for the brand. "I am really grateful for the opportunity," she says. "And I am very happy that I got a job at the end of it."

## **STUDENTS AT WORK**



Rory Payne creates patterns digitally for his final collection



Karen Ryan teaches Fashion Design and Technology students how to sketch in Kaledo Style

### **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), and furniture, as well as a wide variety of other market sectors, such as aeronautical and marine industries, wind turbines, and personal protective equipment. Lectra serves 23,000 customers in more than 100 countries with 1,350 employees. The company is listed on NYSE Euronext. For more information, please visit [www.lectra.com](http://www.lectra.com).