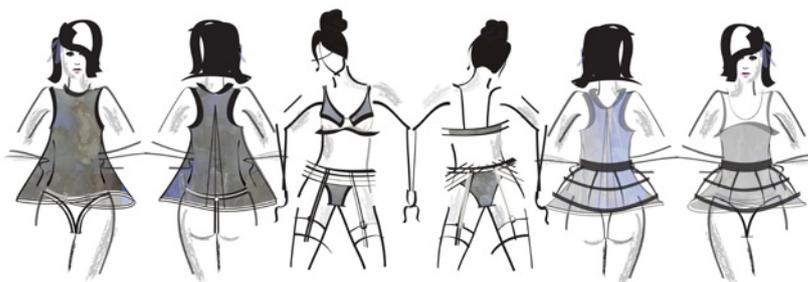




Founded as Leicester School of Art in 1869, a number of DMU's modern courses, including pharmacy, architecture, corsetry, and footwear have roots in the 19<sup>th</sup> century when the school provided training for local industries. Today, De Montfort's mission is for quality and distinctiveness with a commitment to fostering international partnerships and external links with businesses to encourage growth and success in all its graduates.

When the school's leader arrived at DMU more than eight years ago she was faced with choosing between two CAD technology suites. "The school had some Gerber technology and some Lectra systems," says Dr Julie King, Head of the Fashion and Textiles School. "I looked at what we had, what it was being used for, then spoke to staff to get their feel on what was the easiest, most instinctive software and overwhelmingly it was Lectra. One of our key drivers is the employability of our students. Lectra is an industry standard and that has been a real asset for us. Graduates have to be able to go out and use industry standard software."



## DE MONTFORT UNIVERSITY LEICESTER SCHOOL OF FASHION AND TEXTILES

LECTRA BUILDS ON TRADITION TO EMPOWER YOUNG DESIGNERS FOR A CUTTHROAT JOB MARKET



### LOCATION

Leicester, United Kingdom

### SPECIALTY

DMU's School of Fashion and Textiles offers six BA programs and two masters in subjects ranging from Fashion Design to Fashion Buying. This vibrant curriculum includes specialized programs in Contour Fashion and Footwear Design.

### HIGHLIGHT

DMU's partnership with Lectra boosts students' employability by enhancing their design skills with industry-standard expertise in pattern making, grading, and marker making.

### LECTRA SOLUTIONS

**Diamino**

**Modaris**

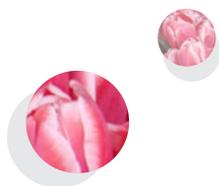
## PRECISION AND PROFESSIONALISM

DMU's three-year Contour Fashion course, established in 1947 to support the local corset industry, is the oldest degree-level intimate apparel course in the world. Its curriculum includes lingerie, corsetry, loungewear, sportswear, swimwear, and shapewear.

Strong industry links with esteemed labels such as Curvy Kate, Marks & Spencer, and Triumph International ensure client projects for students throughout the academic year. After learning basic CAD tools in Illustrator and Photoshop their first year, Year 2 Contour Fashion students are trained on Modaris for 12 weeks. They learn how to digitize and adapt patterns, add seam allowance, create measurement charts, and grade patterns. Third year Contour Fashion student,

Laura Homer, believes her Modaris skills will get her a job over other candidates when she enters the job market. "So many companies use Lectra already. If you don't have those skills they need to train you up so I put it front and centre on my cover letter that I can use Modaris confidently and accurately."

Associate Head and Principal Lecturer in Contour Fashion, Carolyn Hardaker, says the minutia of lingerie design drives home the importance of a pattern CAD system such as Modaris. "In contour especially, every millimeter counts and there can be numerous pieces in one style, so being able to work so precisely and to keep track of all those pieces easily on screen is absolutely critical," she says.



## A CUT ABOVE

Rising education costs, record UK unemployment and a backdrop of economic instability add up to more pressure than ever on graduates as they enter the job market. Meanwhile, an increasing number of voices from the fashion industry bemoan a sharp decline in skills among the younger generation.

DMU students and course leaders agree the solution lies in good CAD training and strong industry partnerships. Third year Contour student, Elyzabeth Beswick, a finalist in the David Nieper Graduate Design Competition and whose work has been featured in Lingerie Buyer magazine, says Modaris "undoubtedly gives you an advantage as far as your employability."

“**Modaris undoubtedly gives you an advantage as far as employability.**”

She always presents potential employers with her technical book. "It shows the entire design process of my work, from drawings to graded patterns and size charts. Employers can see you as highly skilled and capable of producing quality presentations."

MA Fashion Management programme leader, Ruth Richardson, believes hands-on experience with pattern and marker making is crucial even for Fashion Buying students. "They may not become practitioners of the systems in industry but by learning it we're giving them that awareness. As a buyer they need to know how a style is costed, so by getting them onto the Diamino system and putting the patterns in that they've developed through Modaris, they can see how the efficiency can change just by rearranging the patterns. That gives them a stronger link with their production teams."

## GLOBAL SKILLS SET

Contour student Angela Wu, originally from Jakarta, says her decision to come to De Montfort was influenced by its offering of Lectra solutions. "I knew the technology had a big effect on production speeds," she says.

"It's a specialisation that's very in demand because Modaris is used globally to directly send patterns to factories. Knowing it as a graduate gives you that edge because you don't have to be trained and companies everywhere value you more."

Carolyn Hardaker agrees. "It's something on their CV that will work globally. Contour students go all over, to Hong Kong, Australia, America, Europe, and because Lectra is known internationally it stands them in good stead."

## STUDENT SUCCESS

### DE MONTFORT UNIVERSITY

Elyzabeth Beswick collaborated with London-based lingerie brand KissMeDeadly to create a vintage-inspired range of girdles.



Working from a live industry brief, she developed patterns and first samples before creating technical drawings and specs, then final patterns, size charts, and grading in Modaris. She coordinated final sample creation with the factory in Nottingham.

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### Lectra in Fashion

With nearly 40 years' experience in fashion and apparel, Lectra's mission is to provide a complete spectrum of design, development, and production solutions to confront 21<sup>st</sup>-century challenges. From first creative spark to final product, our professional services address an end-to-end process. We support the day-to-day operations of our customers in over 100 countries for around-the-clock process optimization. From fast fashion to luxury to ready-to-wear, Lectra's 23,000 customers in markets as diverse as casual, sports, outdoor, denim, and lingerie represent every development and sourcing model imaginable. Beyond suppliers and manufacturers, they are the brands you love and the stores where you shop.

lectra.com