



B E L A S  
A R T E S

A SPECIFIC DESIGN COURSE FOR  
EMERGING FASHION DESIGN TALENTS

PROFILE

Founded in 1925, the Belas Artes educational institution, in São Paulo, Brazil is a highly esteemed as a visionary and forerunner in design industry learning. Recognized as one of the top national artistic institutions by the Brazilian Ministry of Education, Belas Artes offered São Paulo's first Architecture curriculum, which debuted over 30 years ago. They inaugurated a Design School in 1984. Their fashion design course, launched in 2002, brings together design, creativity, art, management and marketing allowing students to study the fashion industry and its potential.

LOCATION

Sao Paulo, Brazil

HIGHLIGHT

The Centro Universitário Belas Artes offers students modern, high-tech environment and prides itself on an educational policy of excellence. The school has been a Lectra partner since 2002. "This partnership is a great opportunity for our students to be in-tune with the fashion industry and to benefit from the best advanced design and development product solutions," says Valeska Nakad, Fashion Design Professor and Coordinator.

LECTRA SOLUTIONS

Kaledo® Modaris®

“We chose Lectra’s solutions because our goal is to train competitive professionals for the fashion market,” says Valeska Nakad. The Fashion Design Professor who has also been a Creative Director and a Brand Manager for several fashion companies over the past 20 years understands the fashion market. So when she started working at Belas Artes there was no doubt about which technology she wanted to support her teaching.

At the start of each semester of her fashion design course, Valeska Nakad starts by explaining global concepts such as design and fashion, but also marketing and management. “It is important for students to get the big picture,” she explains. “Fashion design students don’t necessarily aim to become designers. There are many other options,” she continues. Belas Artes’ fashion design course covers surface design, experimentation in prints, textiles, shapes and fit. During the year, students have to develop a project of their own. “To support this project we chose Lectra’s design’s solution, Kaledo, so that students also prepare for life in the industry.”

## COMBINING DESIGN, PRODUCT DEVELOPMENT AND TECHNOLOGY

Fashion design students’ first reactions when using Lectra are curiosity. “They realize how technology can help them save time while ensuring quality,” she explains.

“Students appreciate working on Lectra because it is user-friendly. It offers a set of flexible tools like automatic measurements and symmetry, while also eliminating repetitive and non-creative tasks

to enable students to better focus on their designs,” she says.

“Lectra’s design and product development solutions help us keep up with the shifting fashion industry.”

Textile-specific tools like change repeats or color management also help students respect production

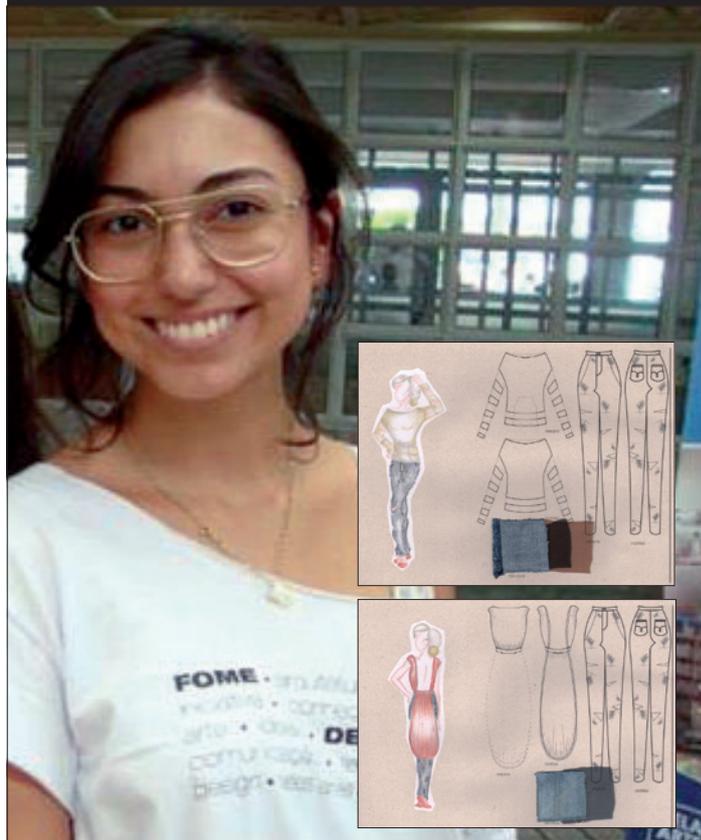
constraints. “By turning students’ creative ideas into a physical garment Lectra’s design solution increases students’ assertiveness and the speed of their final project,” she adds.



### Lectra in Fashion

With 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.

## STUDENT CORNER Training future fashion designers



During her fashion design class, Ana Flávia Vasquez developed a printed womenswear collection using Lectra. “Lectra helped me work faster on prints while ensuring the quality of designs. In the end, my collection looked professional and it made me really feel proud,” she says. Ana, who’s just graduated in fashion design, now wishes to work with prints and eventually become a brand designer for womenswear.

Pattern-Making Professor Robson Alves agrees. “Lectra solutions help us keep up with the shifting fashion industry,” he explains. The school often collaborates with fashion companies on specific projects so students get a taste of real working conditions like collection short-timing.

“Lectra helps reduce the number of prototypes, adjust patterns quickly and reduce material waste,” he adds. “Today the Brazilian market is lacking skillful pattern makers with knowledge of a digital process in print design and pattern making. Being trained on Lectra solutions will help graduates find good jobs more quickly,” he continues.

In the future, the school aims to enlarge its partnership with Lectra. “Our partnership with Lectra shows our commitment, together to support emerging talent and to give them a real foot in the door upon graduation” concludes Valeska Nakad.