



Ese.Y Producing Smarter with Lectra

Challenge

Founded in Zhengzhou, China in 2001, Ese.Y's dedication to improving R&D and production within its manufacturing business has made it a leader in the women's pants category. Its manufacturing plant in the Zhengzhou Textile Industry Park is the largest production site for women's pants in China.

Despite its success, Ese.Y knew that it could not afford to rest on its laurels. Consumer demand for fashion in China was steadily growing, online sales had risen dramatically, and e-commerce promotions were changing how the fashion industry worked. Ese.Y decided to make the leap to intelligent manufacturing, which would allow them to create a more agile supply chain and better handle the small-batch production orders that were characteristic of this new marketplace.

Markets

Women's Pants

Location

Zhengzhou, China

Solution

After reviewing its options, Ese.Y chose Lectra's Vector cutting machines. The high-performing cutters came with a broad range of fabric-management options, and were robust enough to handle even the most complicated orders. Each Vector saved Ese.Y more than RMB 300,000 annually in labor costs alone. The machines also reduced fabric waste and helped lower the fabric cost per cut piece, thanks to their precise, zero-buffer cutting.

"We've seen a dramatic increase in productivity and agility, which allows us to respond quickly and efficiently to evolving production requirements," says Sun Yifei, Vice President, Ese.Y. "Lectra has helped us adapt our operation to small-batch production, improve product quality and reduce our costs."

Lectra solutions

Vector[®]

Between a growing appetite for fashion and online shopping events like Double 11 (“Singles Day”) pushing people to buy, buy, buy, China’s online clothing business is booming. This rapid growth in e-commerce has helped clothing manufacturer Ese.Y rise to legendary status. In 2011, sales for Ese.Y women’s pants on Tmall.com totaled RMB 8 million. The following year, they jumped to RMB 80 million, then to RMB 200 million in 2013, before surpassing RMB 300 million in 2015. Today, Ese.Y holds first place in the women’s pants category on Tmall.com.

“Even with the same style, fabric and operator, pants priced at RMB 100–200 will differ substantially in quality from ones that cost RMB 700–800,” explains Yifei. “Lectra technology helped us achieve these higher standards without raising our costs.”

Producing for **E-commerce**

E-commerce may have made Ese.Y a success, but the online business model also comes with big challenges for the garment manufacturer. Unpredictable peaks in demand, and a millennial preference for personalized products, requires a more flexible setup than traditional, order-based production. During the “Double 11” festival in 2016, Ese.Y’s Tmall.com store clocked RMB 10 million in sales in just 20 minutes—a new record for women’s pants. Ese.Y needed an agile production setup to handle such a huge spike in orders over such a short time period.

Ese.Y felt a combination of smart manufacturing and advanced technology was the key to creating a more flexible supply chain and reconciling the traditional manufacturing setup with the needs of e-commerce. “Lectra’s cutting room solution made our production setup more agile, so we could better handle fluctuations in demand,” says Sun Yifei. “During Double 11 in 2012, it took us 10 days to deliver 80,000 orders. In 2016, we completed production on the very first day—the day the orders were received—a true testament to our improved efficiency.”

Smaller Batches, **Faster Process**

Previously on Taobao.com, a single best-selling item was potentially enough to support an entire store. Today, brands need dozens of bestsellers to do the same thing. In response, Ese.Y is exploring a new retail model that combines online and offline, and revamping its operation to support multi-specification, small-batch production, so they can respond more quickly to new orders and fluctuations in demand. Lectra’s cutting-room solutions are an integral part of this updated smart facility, which keeps Ese.Y’s production fast, flexible and lean.

“Our goal is to become fully-automated, flexible, and 100% intelligent,” said Sun Yifei. “Lectra’s cutting-room solutions have helped us improve our cutting quality, production capacity, fabric utilization rate, and overall efficiency. We have every confidence that their technology, designed for Industry 4.0, will continue to help us improve and refine our cutting-room operation, and lay a solid foundation on which we can build a truly intelligent manufacturing plant.”

Demand for **Premium Product**

In China, the online marketplace has begun favoring high-end brands, with young consumers seeking premium quality and personalization. Ese.Y turned their focus to improving quality, so they could add a range of high-end products to their e-commerce store.

Cut parts produced in a manual cutting room will typically vary from piece to piece by as much as several millimeters, resulting in wasted fabric and negatively impacting sewing efficiency and quality. Lectra’s Vector cutting machine produced standardized cut parts, eliminating irregularities, improving the sewing process and ensuring a consistent, quality product, every time.



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- Sun Yifei, Vice President, Ese.Y

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About Lectra

For forward-looking companies that breathe life into our wardrobes, car interiors, furniture and more, Lectra is committed to crafting the premium technologies that facilitate the digital transformation of their industry. Lectra’s offer empowers brands and manufacturers from design to production, providing them with the market respect and peace of mind they deserve. Supporting the fashion and apparel industry, Lectra offers PLM and CAD software, cutting room solutions and expert services to create, develop and produce garments, accessories and footwear. Founded in 1973, today Lectra has 32 subsidiaries across the globe, serving customers in over 100 countries. With more than 1,650 employees, Lectra reported revenues of \$313 million in 2017. Lectra is listed on Euronext (LSS).

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