Falconeri

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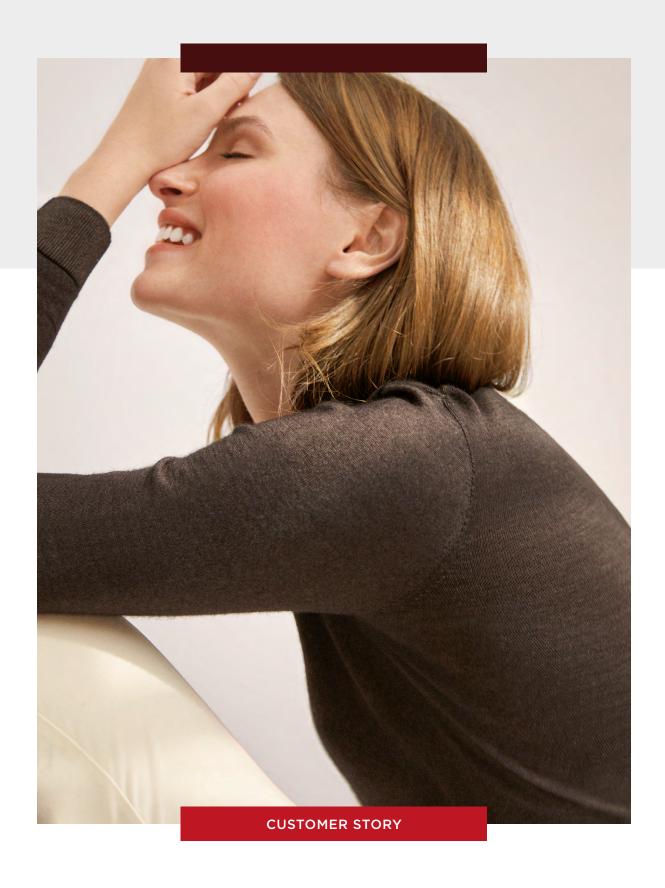
Falconeri making dreams come true in luxury fashion with Lectra Modaris

Integrating design and production planning with Lectra's digital patternmaking solution enables Falconeri to accelerate their product development process.

Falconeri is an Italian fashion company specializing in creating a range of luxury knitwear, for men and women. Adhering to the values of Italian craftsmanship and attention to detail, Falconeri spins, dyes, and weaves raw cashmere at their factory in Avio, Italy that is sourced direct, without middlemen, from pastures in Mongolia. Controlling the entire cashmere production process enables Falconeri to ensure the exceptional quality of their garments and keep prices competitive.

Acquired in 2009 by the Calzedonia Group, Falconeri counts more than 130 shops worldwide and employs over 1000 people. In recent years, the company expanded its offer to produce outerwear and technical garments like parkas and down jackets with cashmere interiors. The increase in available product offers coupled with the expansion into international markets is driving Falconeri to seek innovative methods of shortening their turnaround time and enhance their product development process.

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The Falconeri Dream

The Falconeri philosophy is to offer the highest quality cashmere at amazing prices. "Extraordinary products for extraordinary people at extraordinary prices," says Felicia Todisco, Technical Director, Production, Knitwear, Modelling and Industrialization, "We call it the Falconeri Dream." "With so many pieces to develop or modify, it is an ambitious task, to say the least, especially now after the lockdown."

To fulfil their mission, Falconeri is continuously improving the production process to accelerate their speed to market and achieve higher levels of product quality and productivity.

> *"Our challenge is to increase the number of proposals to customers, while simultaneously safeguarding the quality, craftsmanship and creative design; and above all, contain costs!"*
>
> **Felicia Todisco,**
> Technical Director, Production, Knitwear, Modelling and Industrialization.

Innovating their product development process enables Falconeri to optimize the performance of their **200 weaving machines** to produce at scale the quality garments that luxury consumers demand while keeping prices competitive.

Partnership

Driving the positive results of Falconeri's partnership with Lectra is the automation capabilities of the Modaris patternmaking, grading and prototyping solution. Sending designs to production faster is a huge asset for Falconeri. "We fight every day against time," says Felicia Todisco, "the sooner we present the garment to the style department, the sooner we can make eventual corrections and the sooner we can send the garment to production and deliver finished products to our stores."

Lectra is proud to work with Falconeri and is excited to see how our digital tools and technology is helping Falconeri to achieve their ambitions. Todisco, equally delighted with the success of Falconeri's partnership with Lectra, says, "I hope to deepen our engagement with Lectra and build a relationship where we share advice on how to develop new systems and software adapted to our needs."

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Increased speed

Modaris Expert is enabling Falconeri to increase the rate at which they develop patterns. "We used to check the parts one by one," says Felicia Todisco, "we used to print them and also check them by printing. Now, with Modaris we no longer waste paper and time, everything is automatized now."

"We are saving a significant amount of time, especially for creating our more complex models. For example, our technical outerwear models have a range of 80 to 90 pieces, equating to two days of work for a modeler."

"With Modaris, we can produce models 10% faster, enabling us to handle more workloads. When calculating the added time saved by automating our industrialization controls, such as printing patterns to verify them, we gain an additional 15%, making our overall product development process 25% faster than before."
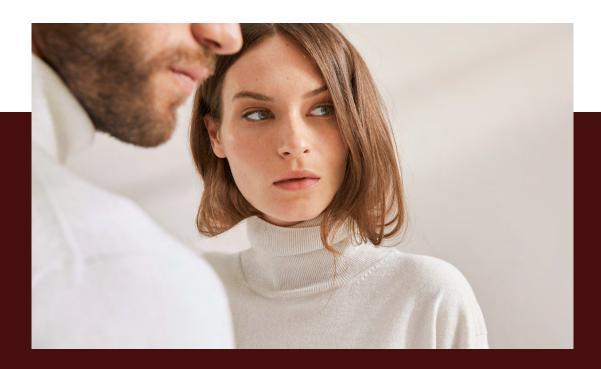
Higher quality

Modaris Expert helps Falconeri to achieve superior quality standards when making pattern adjustments and size alterations by minimizing the risk of mistakes before cutting the material. Felicia Todisco, says, "Our improvement in quality comes from the fact that there are fewer errors. Fewer errors means less waste of time because if the various pieces do not match, you risk arriving at the cutting line with pieces that do not match and then you have to throw everything away. Our life has changed for the better. "Before, we were anxious we could overlook something. Now we can grant the desired fit with more tranquility."

Greater cost savings

Modaris Expert empowers Falconeri to optimize their processes for cost savings. "Certainly, automation has helped us to save a lot of money and labor-time, says Felicia Todisco. "Making templates, positioning prints, and adding buttons and embroidery by hand can be onerous in terms of times and costs. Our pattern makers use the "Link" and "Constraint to a measure" functions of Modaris Expert to create notches, parallel functions, squares, facings, and stickers. The amount of work that Falconeri manages today, in the past would have demanded hiring additional people. Thanks to Modaris Expert we are able to develop complicated models and increase our production capacity without adding more labor costs."

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Conclusion

With Modaris Expert, Falconeri is achieving a higher level of efficiency by focusing on what's most important: creating better patterns to deliver products of the perfect fit and quality in record time. In choosing to automate key product development and patternmaking tasks, the company gains greater cost savings, higher product quality and increased production capacity.

ABOUT
MODARIS Expert

Modaris Expert is the most advanced version of Lectra's patternmaking technology. It helps you accelerate your product development process by allowing patternmakers to organize, store, retrieve and leverage essential digital assets of the garment development process with ease.

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