

The Better Way to make a shirt with **FASHION ON DEMAND**

by LECTRA

Your organization needs **greater flexibility** to consistently produce on-trend designs that satisfy consumer demand and help you **stand out from the competition**.

Let's have a look at how Fashion On Demand by Lectra can streamline production processes with a **collaborative workflow** that substantially reduces cycle time, labor and material consumption.



Customer order:
3 shirts made to measure

BEFORE
Shirt-making the conventional way

AFTER
Shirt-making with **FASHION ON DEMAND**



CYCLE TIME

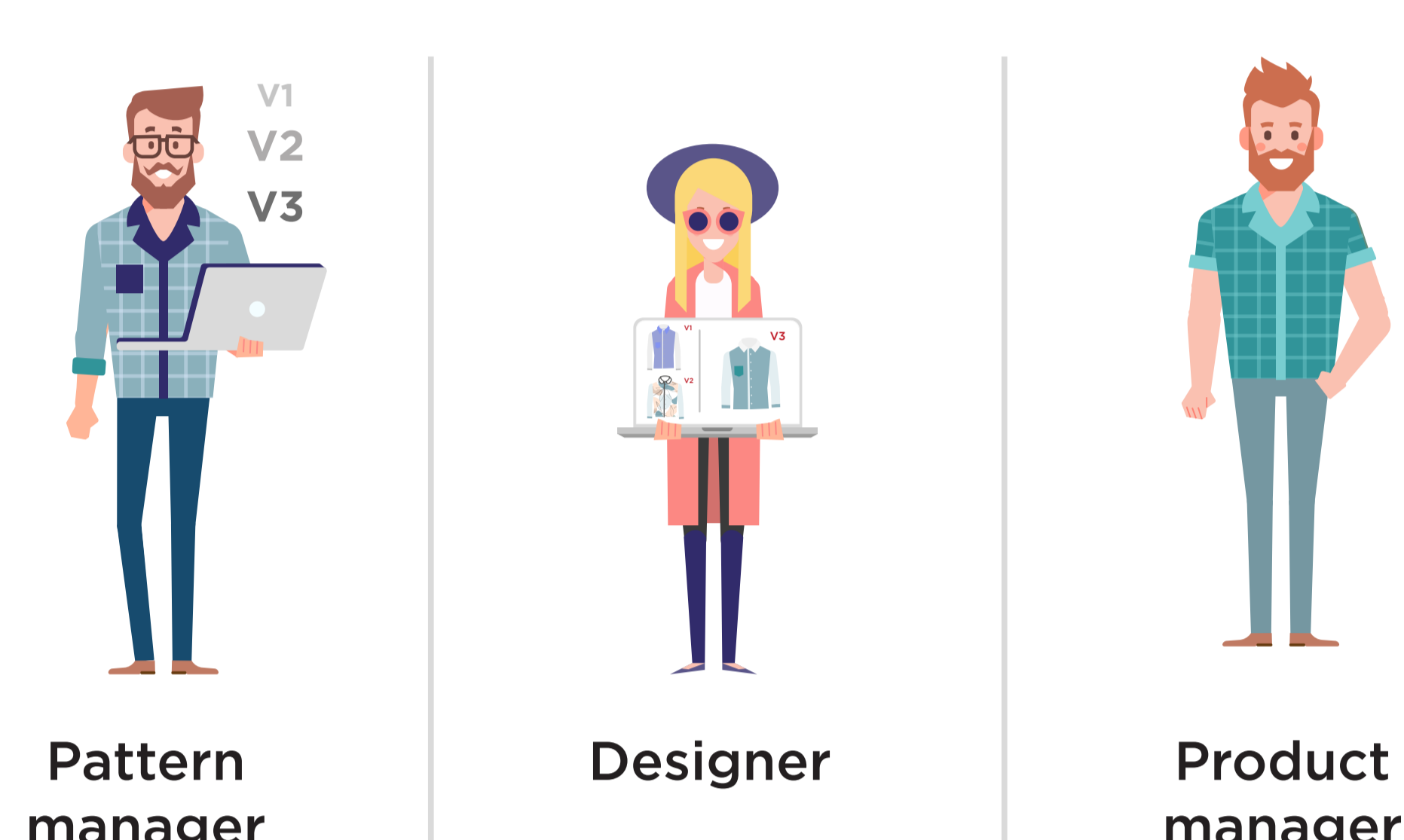
55 minutes x 3 shirts
= 165 minutes



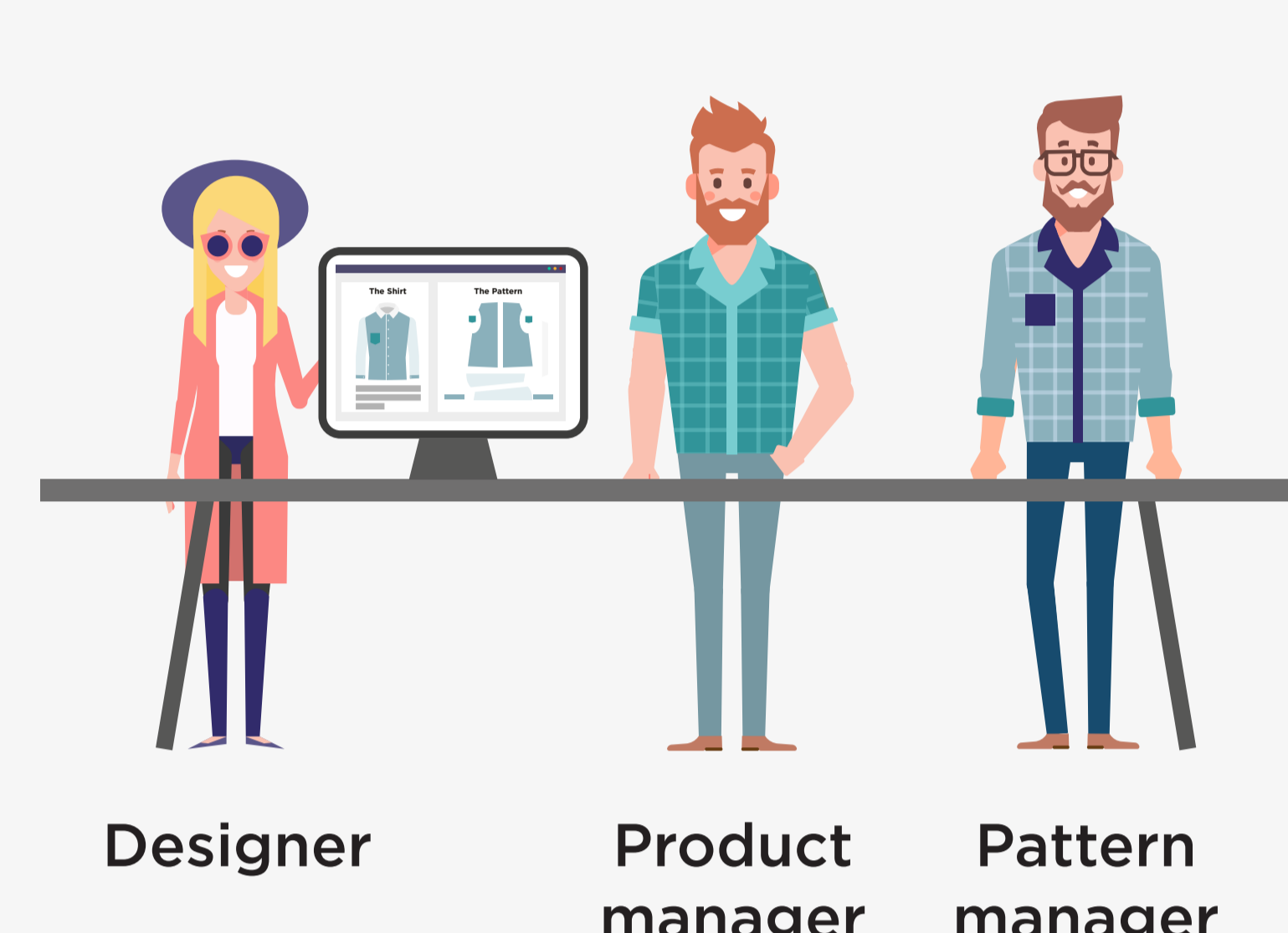
Entire digital process
= 12 minutes

01 Product catalog creation

(styles, features, fabrics, customization options)



Sequential process with variable total time requirement depending on number of versions

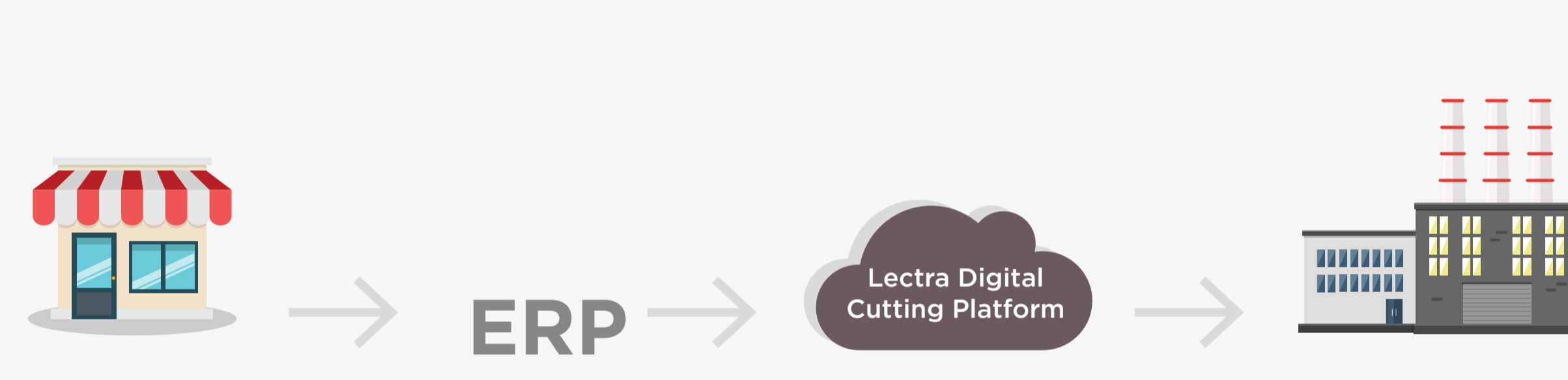


Collaborative process using a dedicated application.
Real-time process with advantage of simulating orders at any time before entering production

02 Order reception



Orders are sent from the ERP to the **production facility**



Orders are sent from the ERP to the **cloud-based Lectra Digital Cutting Platform**

03 Pattern-making 20 min.



Order is processed by the **pattern maker** (style, components, alterations)

5 min. CUTTING PLATFORM 03



Lectra Digital Cutting platform makes all necessary data available in **5 minutes**. All required information is sent from the platform **directly to the Virga cutting line**

04 Marker-making 20 min.



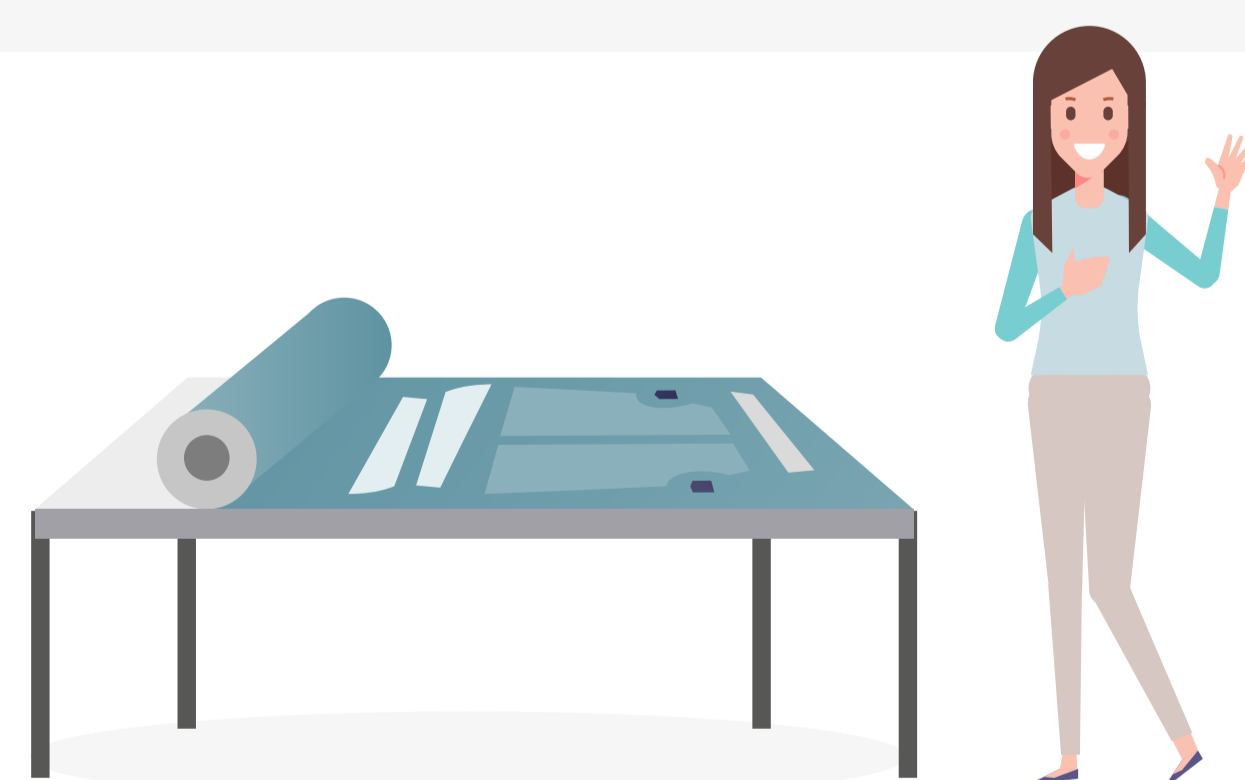
Management of **nesting** and **fabric handling** requirements

7 min. DIGITAL CUTTING 04



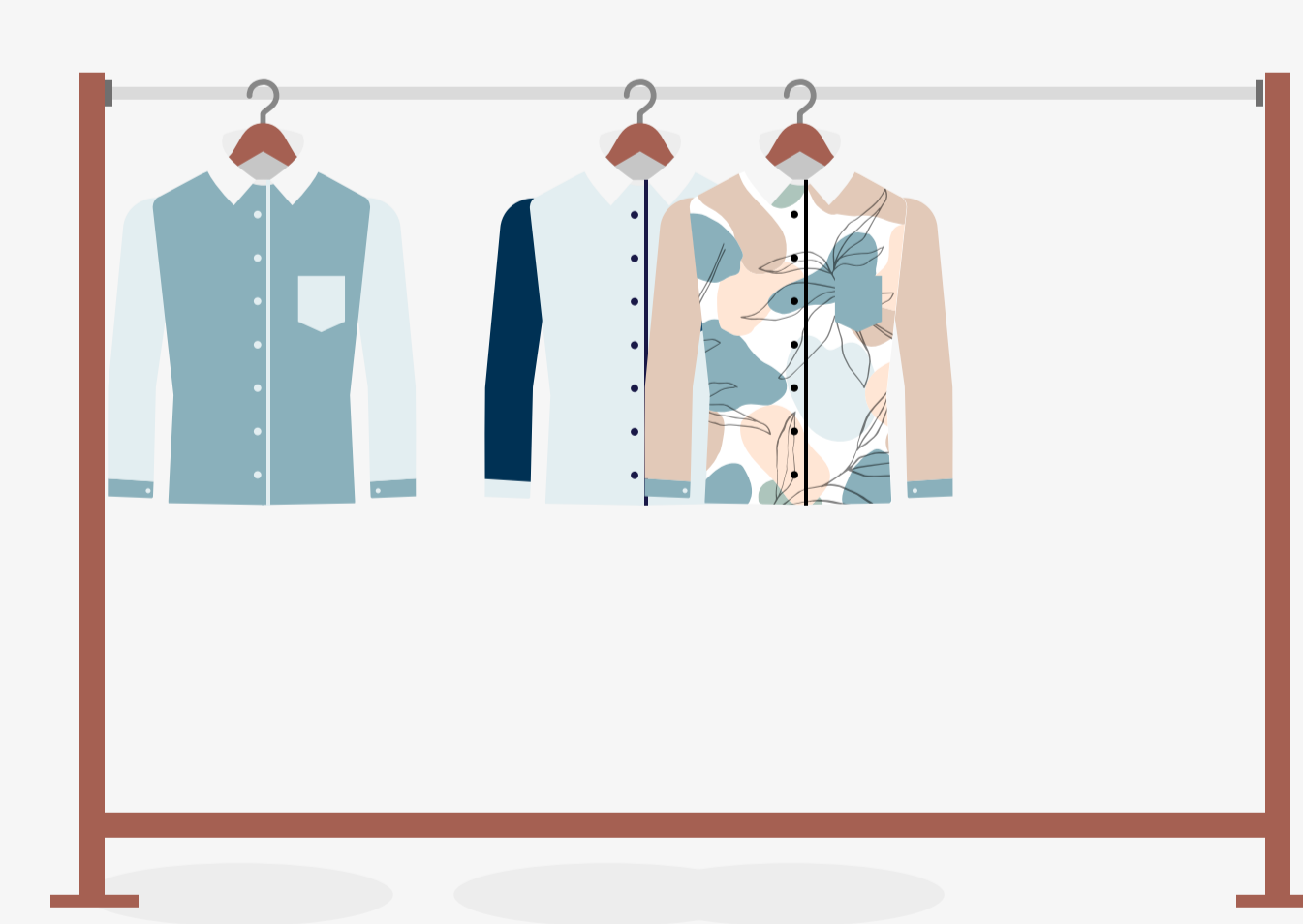
A **single marker** is required to make all 3 shirts

05 Cutting preparation 12 min.

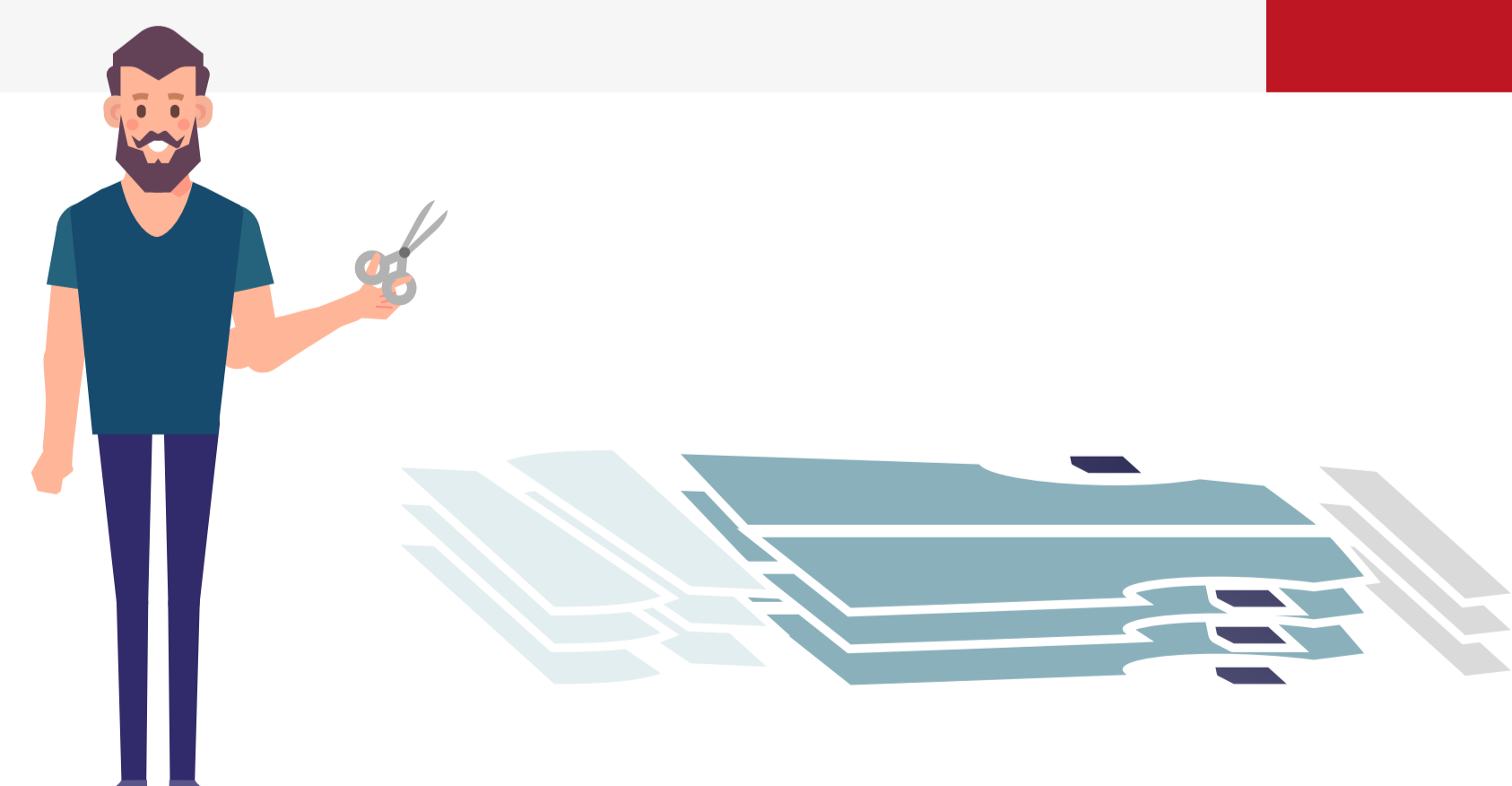


Placement of **3 different nested markers** for each shirt over fabric

CUSTOMER ORDER EXECUTED



06 Manual cutting 30 min.



Manual cutting of each pieces matching marker dimensions

FASHION ON DEMAND

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Benefits from the power of the cloud

- **Save time** managing MTM workflow;
- **Increase production volumes** at will;
- **Expand catalog** without increasing complexity

CUSTOMER ORDER EXECUTED

LEARN MORE ABOUT FASHION ON DEMAND BY LECTRA >

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