

# 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

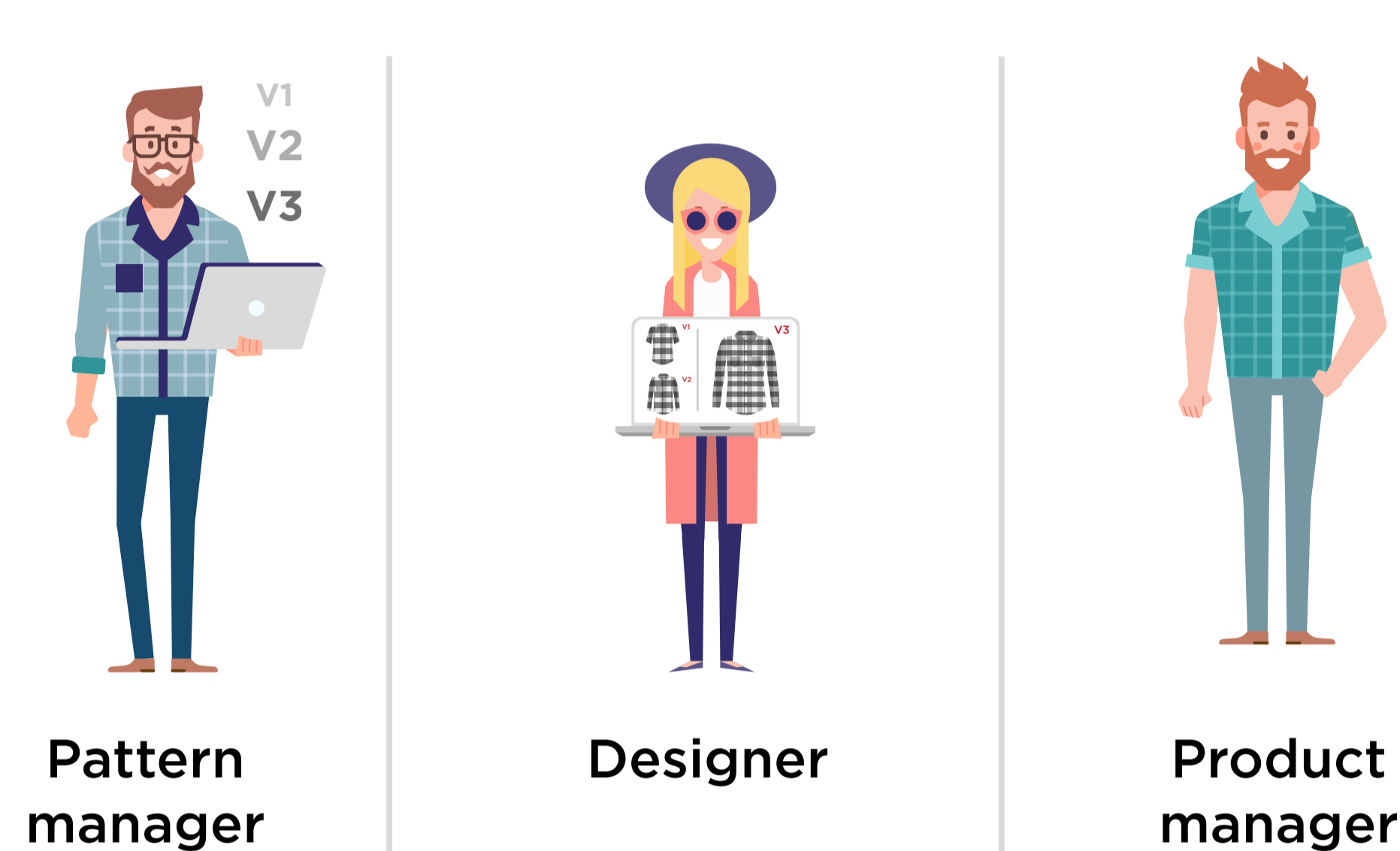
Manual process  
**= 166 minutes**

Entire digital process  
**= 12 minutes**

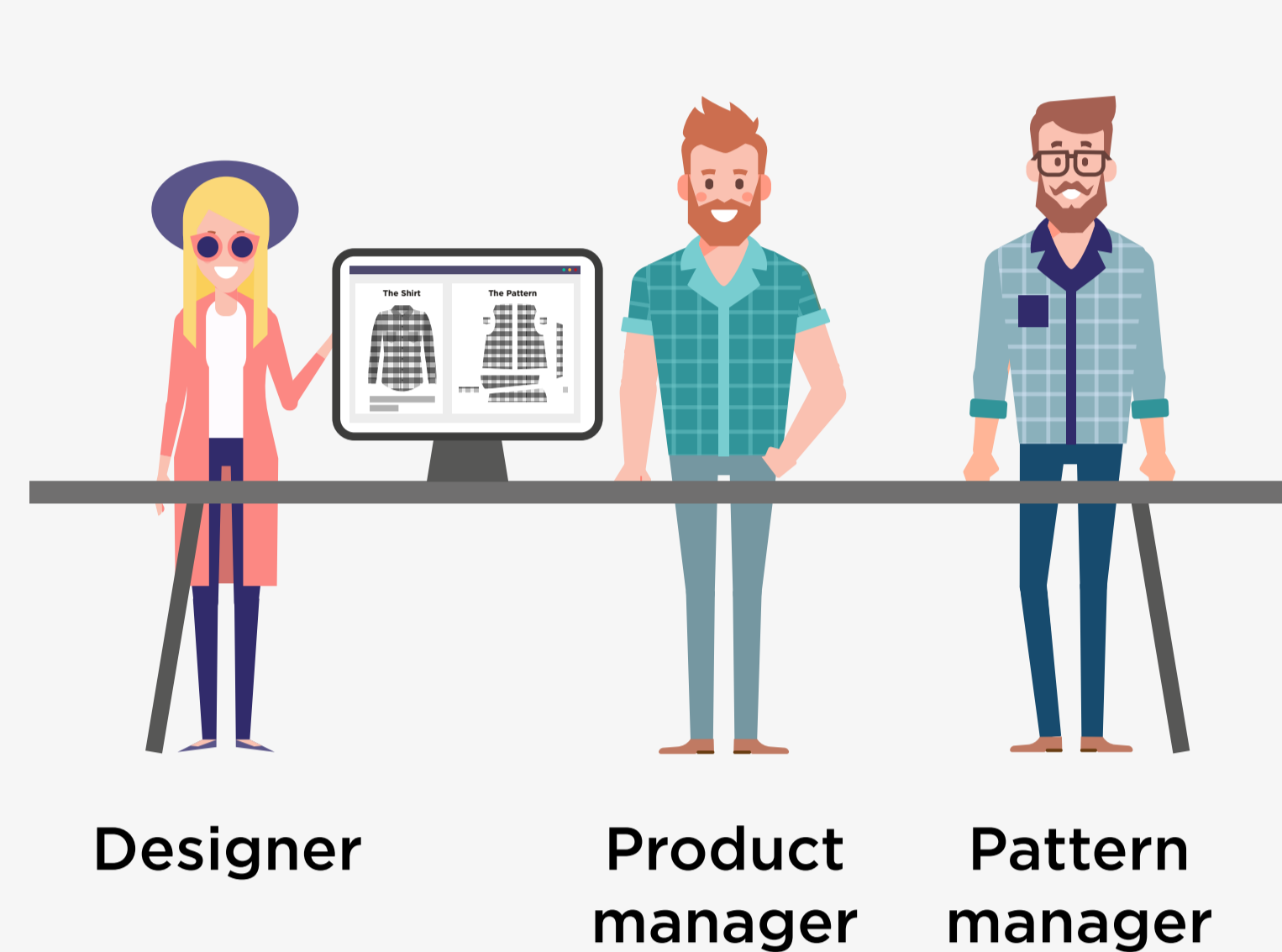


## 01 Product catalog creation

(styles, features, fabrics, customization options)



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

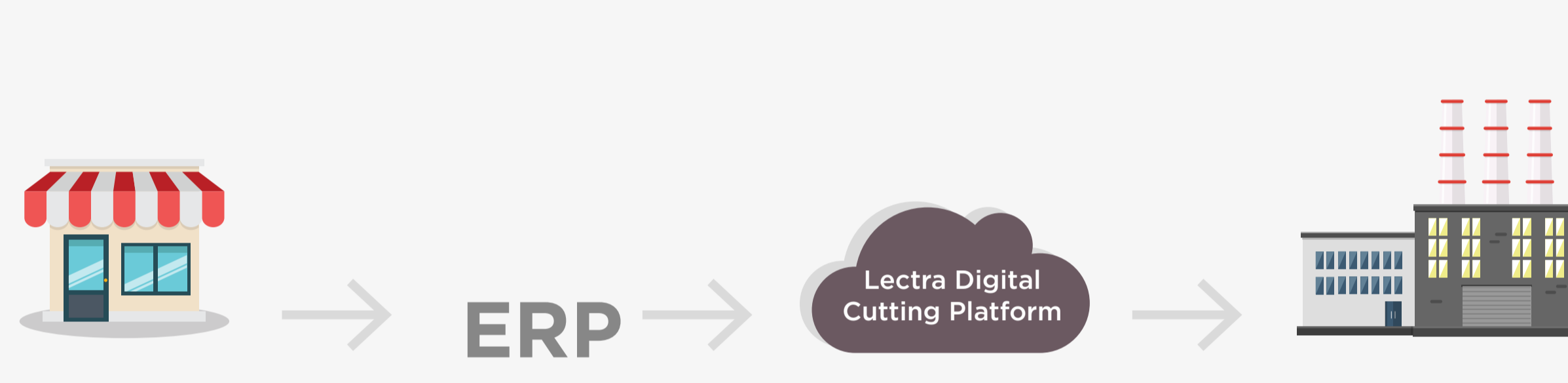


**Collaborative process** using a dedicated application.  
**Real-time process** with advantage of simulating orders at any time before entering production

## 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.



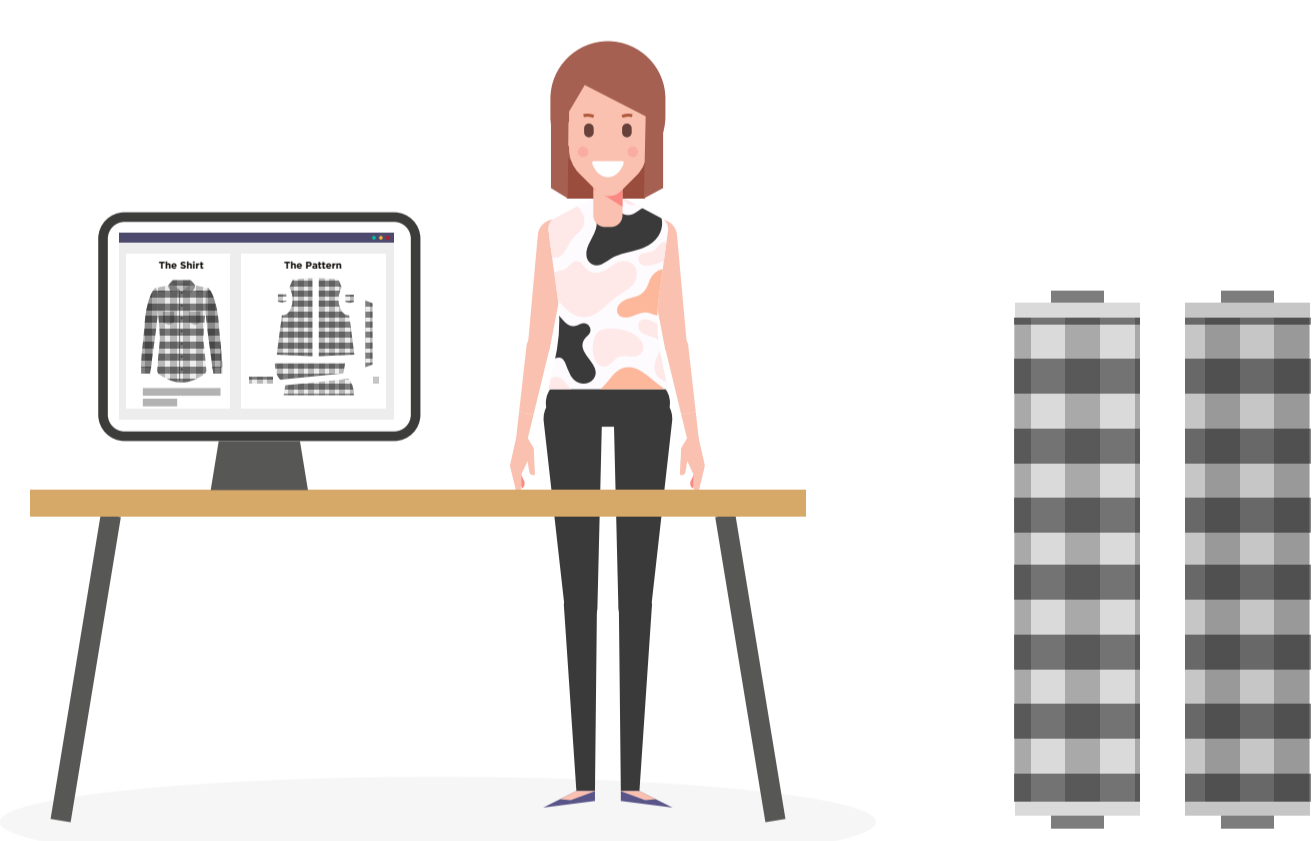
Order is processed by the **pattern maker** (style, components, alterations)

## 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 36 min.

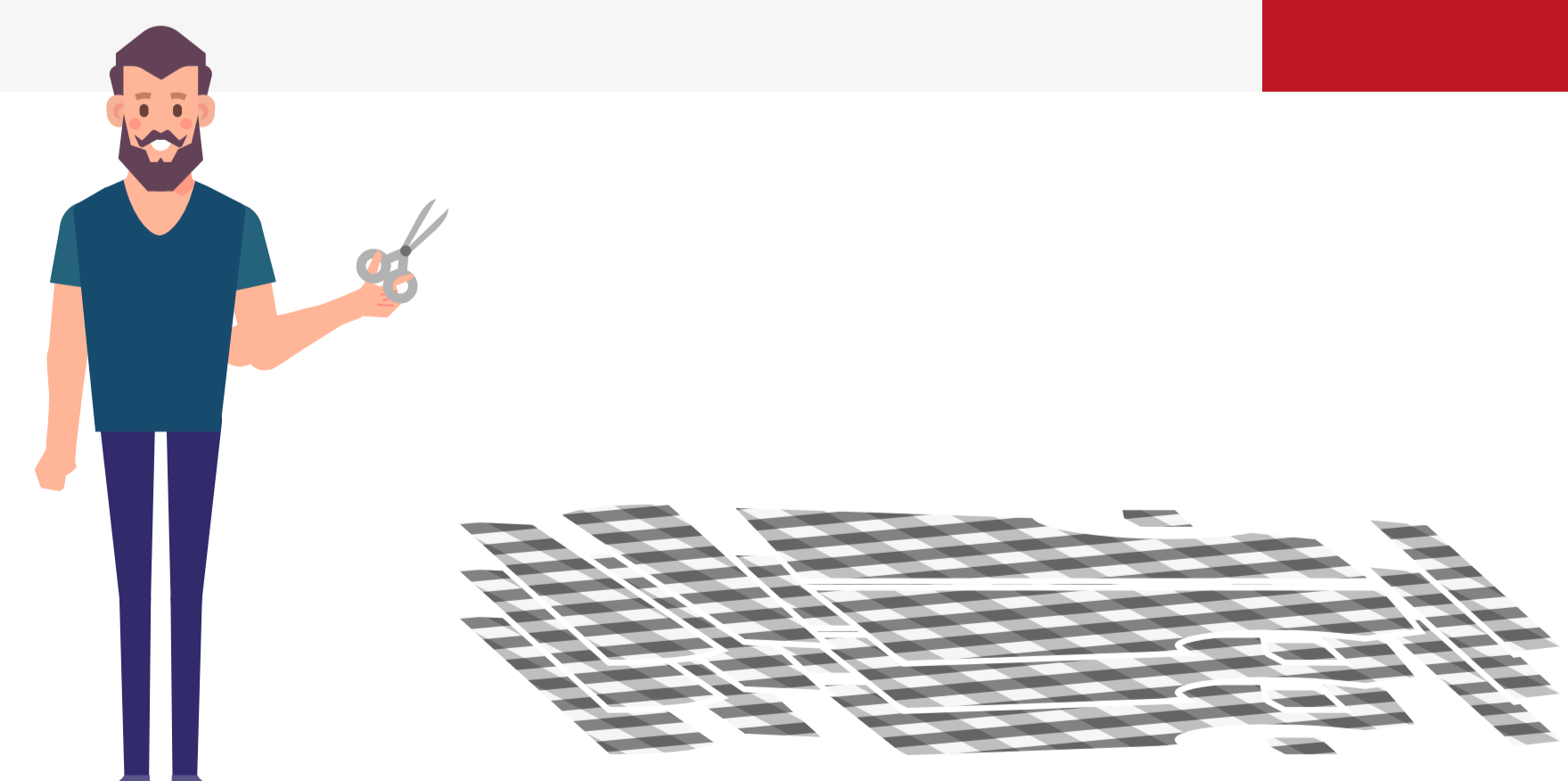


Placement of **3 different nested markers** for each shirt over fabric (12 min. x 3)

## CUSTOMER ORDER EXECUTED



## 06 Manual cutting 90 min.



**Manual cutting** of each pieces matching marker dimensions (30 min. x 3)

## **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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