

International Promo Studio



CUSTOMER STORY

LECTRA®

INTERNATIONAL PROMO STUDIO (IPS) OFFERS SUSTAINABLE, 'MADE IN ITALY' LUXURY WITH FASHION ON DEMAND BY LECTRA

Prominent Italian luxury manufacturer uses on-demand production technology to reduce time to market while improving environmental sustainability.



The challenge

IPS is a world renowned Italian manufacturer that specializes in producing luxury garments, catering to an impressive list of high-end customers.

With the fall of the traditional fashion calendar, the company had to increase its speed to market and gain flexibility to respond quickly to in-season trends. While doing so, IPS still had to maintain its high quality standards and artisanal flair, preserve its creativity and honor its commitment to sustainability. The question remains: **in a competitive landscape such as fashion, is the marriage between high-end luxury and environmental sustainability possible?**

Lectra solution

FASHION ON DEMAND
by LECTRA

Lectra's response

Knowing IPS' unique set of challenges, Lectra proposed Fashion On Demand by Lectra. The manufacturer works for many brands and has to handle a wide variety of complex, delicate and patterned fabrics including nylon, silk and denim.

This solution, with its digital platform and connected single-ply cutting machine, was developed to help customers manage multiple individual orders simultaneously while adapting each one to specific characteristics of the fabric used. The digital platform generates cutting jobs with all the data necessary for cutting (material and marker constraints, cutting parameters, grouping rules, offloading addresses, and cutting line assignments) while the single-ply cutting machine incorporates a high-definition vision system and next-generation algorithms for **speedy, automated motif management and cutting.**

Results

With Fashion On Demand by Lectra, IPS is able to reduce its time to market and increase its production volume fivefold. The solution accelerates their motif-matching process, and enables them to manage complex textiles, and work with fabric irregularities and distortions. Their cutting process is now more environmentally sustainable, as they can **apply nesting constraints and create markers via Lectra Digital Platform, and hence create the most cost-efficient layouts for their pattern pieces.**

As a result, they limit fabric waste and cut down on plastic and paper consumables. By allowing 100% of their fabric waste to be recycled, they achieve an almost-zero carbon footprint.



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IPS, ONE OF THE MOST TRUSTED FASHION MANUFACTURER FOR TOP LUXURY BRANDS

IPS was founded by the Marzioni family in 1994 and grew to become one of the most well-known vertically integrated manufacturers in the luxury world.

Covering the entire design-to-production process, the company offers an extensive array of services such as R&D, prototyping and coordination, which sets them apart from other competitors. Their in-depth knowledge of material management earned the trust of many established fashion houses.

This progressive company recently launched a new initiative, 'Project 4Sustainability' **to make their production processes greener by reducing the overall amount of chemicals involved, and also eliminating toxic and hazardous ones**, following the strict guidelines of the 'Zero Discharge of Hazardous Chemicals' (ZDHC) program.

"We believe that the essence of good customer service lies in the manufacturer's ability to understand and anticipate their needs, and empower them to innovate. This is why we invest a large part of our time and energy in building a strong R&D department, focusing on optimizing both skills and technology. Our R&D activities span from the study of patterns, new materials and embellishments, to fabric washing techniques that meet high aesthetic standards and strict ecological requirements."

Cristina Marzioni
Product Manager of IPS



02

KEEPING THEIR ARTISANAL FLAIR AND CREATIVE DNA ALIVE WITH TECHNOLOGY

“We believe that the essence of good customer service lies in the manufacturer’s ability to understand and anticipate their needs, and empower them to innovate. This is why we invest a large part of our time and energy in building a strong R&D department, focusing on **optimizing both skills and technology**. Our R&D activities span from the study of patterns, new materials and embellishments, to fabric washing techniques that meet high aesthetic standards and strict ecological requirements,” explains Mirco Osellame, Chief Executive Officer of IPS.

With its ‘Made in Italy’ savoir-faire, the company sought to maintain its razor sharp focus on creating garments with an artisanal flair. Traditionally, to achieve the desired level of quality, the company has to employ a considerable number of expert cutters who are capable of managing delicate fabrics with very elaborate motifs to match. Expert cutters of this level are a rare find on the job market these days, and the production process itself is time-consuming. Furthermore, with increasing consumer demand and ever-changing trends, it became more and more challenging to train professionals on cutting accurately to guarantee its customers fast turnarounds and extreme precision while preserving its signature craftsmanship quality.

To overcome this challenge, IPS, a longtime Lectra CAD solution user, turned to Lectra for help.

“We were invited to an event in Milan where we saw a demo of Fashion On Demand by Lectra, which immediately convinced us of its potential. We tested it on a pair of pants made out of extremely delicate fabric, and realized that it could give us an extra edge. It was an easy decision to make - we bought the solution right away.”

Federico Liccardo
Production Director of IPS

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A FIVEFOLD INCREASE IN OVERALL PRODUCTION VOLUME, AND AN IMPROVEMENT IN SUSTAINABILITY

Ever since IPS automated its entire product development-to-cutting process with Fashion On Demand by Lectra, its production volume has increased fivefold, significantly reducing time to market. The solution not only maximizes productivity, but also allows the master cutters to focus on upholding quality standards by enabling them to identify defects, irregularities, and weft distortions on the instant through quick scanning. **They are hence able to solve these issues swiftly and decisively, and allocate more time to searching for more sophisticated, personalized solutions to their customers' problems.**

Automated cutting allows IPS to obtain a balanced ratio of quality, time and complexity that was impossible to achieve in the past. "With Fashion On Demand by Lectra, our master cutters are able to gain more visibility into the process within a quality framework that is always of the highest standards. This cutting technology ensures a level of consistency throughout the entire day, and enables us to maintain the same artisanal and bespoke quality that we had before automation. It allows us to scan, treat and cut fabrics individually while taking into account its complexities and unique characteristics," attests Osellame.

IPS is able to use Lectra Digital Platform for their marker-making and nesting processes, essentially simulating the cut before launching the process itself. This enables them to cut down on plastic and paper consumables, and be as eco-friendly as possible. "Fashion On Demand by Lectra helps us get closer to our goals in terms of environmental sustainability. Now that we can do without plastic and paper consumables, and recycle 100% of our cutting room waste, our next goal is to achieve an almost-zero carbon footprint," says Osellame.



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Mirco Osellame
Chief Executive Officer of IPS

04

A SHARED VISION FOR 'MADE IN ITALY'

Osellame is satisfied with the partnership because he feels that Lectra is able to help him maintain this solid 'Made in Italy' reputation that IPS has always been well known for.

"We finally found a technological partner that can help us **protect our savoir-faire and preserve our creativity, while improving productivity, environmental sustainability and increasing speed to market.**" says Osellame.



IPS
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"It is important for us to achieve excellence by working with partners that can help us diversify our styles and products. We did not want a cutting solution that made every product look the same. We wanted each item to be outstanding and unique. Due to the nature of our work, we had many demands. And Lectra delivered each time."

Enrico Marzoni
President of IPS

ABOUT FASHION ON DEMAND

Fashion On Demand by Lectra comprises Lectra's Digital Cutting Platform and single-ply fabric cutting solution Virga. It's a turnkey solution that automates on-demand production right from order reception to cut piece. This disruptive offer gives fashion companies a 360°-view of the entire on-demand process from small series to one-off production runs.

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