

# ATELIER TUFFERY



CUSTOMER STORY

LECTRA.

# ATELIER TUFFERY, DIGITALIZATION AT THE SERVICE OF ARTISANAL EXCELLENCE

When they took over the family's garment manufacturing business, Julien and Myriam Tuffery decided to review their value chain and add a touch of digitalization.



## The challenge

Located in Florac, at the heart of the Cévennes National Park, Atelier Tuffery is a family-run garment manufacturing business set up in 1892, specializing in the manufacture of denim work clothes. When they took over the workshop's reins, the fourth generation, Julien Tuffery and his wife Myriam, decided to completely review the strategy of the business. The couple identified three main objectives: preserve artisanal know-how developed over more than a century; focus on direct sales; and continue to manufacture on site. They realized that they had to review their production processes and find the right people to talk to who would support them with moving towards greater digitalization.

## The Lectra solutions

**FASHION ON DEMAND**  
by LECTRA

+

**MODARIS**

## The solution

To ensure the preservation of knowledge inherited from previous generations, starting with that of Jean-Jacques, Julien's father, who was still active in the workshop, they decided to digitize all their cardboard patterns. This was the first step towards a more comprehensive digitalization of their manufacturing process.

The process was made possible by fruitful long-term discussions with the Lectra teams, who were able to adapt to Atelier Tuffery's constraints. In parallel, a full-time member of staff was trained on the Modaris and Fashion On Demand by Lectra solutions.

## Results

By recreating all the patterns in its collections on Modaris, Atelier Tuffery improved its flexibility and agility. This means that it can now produce any product from any of its collections much more easily, regardless of the quantity required. This is a decisive step towards the planned end goal of made-to-measure.

01

## ATELIER TUFFERY, A FAMILY AND LOCAL AFFAIR

Atelier Tuffery is located in Florac, at the heart of the Cévennes National Park. It is an artisan business that specializes in the manufacture of jeans. Its story began 130 years ago, in 1892, when great-grandfather Célestin Tuffery decided to meet the need for clothing for the construction workers recruited to build railway connections throughout the Lozère and the Massif Central regions.

**“Atelier Tuffery’s time line in a way reflects the contemporary history of the French textile industry”,** explains Julien Tuffery, who was proud to take up the reins of this family business. By making work clothes out of the robust cloth known as “de Nîmes” (or “denim”), named for the nearest city, his ancestor played a part in the spread and the unparalleled popularity of this material dyed “*bleu de Gênes, blue jeans*”. Specializing in work clothes, the business developed due to growing demand from customers for this fashionable material, which would become synonymous with jeans in the post-war era. The production site grew, benefiting from large orders, and had several dozen employees.

In the early 1980s, Julien’s father and his brothers were confronted by globalization and the wave of cheap products coming in from lower-cost production areas. This forced them to become retailers, reserving their talent as tailors for a few core customers. The fourth generation, represented by Julien and his wife Myriam, took up the torch in 2014, a decision affirmed by a growing interest in products made in France and in sustainable production.

*“My father and my uncles had always kept going the artisan tradition of beautiful jeans and French excellence. What we are doing today is very similar to what my great-grandfather did 130 years ago. We have simply managed to match it up with the aspirations of today’s society.”*

**Julien Tuffery,**  
Joint Manager of Atelier Tuffery



## 02

# PRESERVING KNOW-HOW, DEVELOPING MANUFACTURE IN FLORAC AND MAINTAINING DIRECT SALES: SIGNIFICANT CHALLENGES

When they took over the business, the young entrepreneurs had three main objectives in mind. The most strategic, in their eyes, was to find **a solution that would preserve all the know-how and trade secrets handed down in Tuffery's artisanal practices.** "We were very aware of the fact that we were in possession of rare knowledge that money could not buy", explains Myriam. The other priority was to do direct sales only, so as not to lose the value of the garments produced. Finally, the other daring choice was to keep manufacture at the workshop in Florac, their home town. These local roots serve as a source of inspiration and communication.

To be able to keep manufacture local and make the enterprise a success, it was vital to **improve the performance of the manufacturing workshop by acquiring more modern equipment.** "We needed the support of powerful solutions suited to our times", emphasizes Myriam.



*"When we took over the workshop, we made some strategic choices: switch to direct sales and keep manufacture at the workshop. It was a big gamble! It was essential to preserve these artisanal practices and to make this change to achieve better performance."*

**Myriam Tuffery,**  
Joint Manager of Atelier Tuffery



## 03

### DIGITALIZATION, A GRADUAL DEPLOYMENT PROCESS

Once the digital transformation had been integrated into their strategy, **the couple started searching for the best partner able to adapt to their constraints.** *“Contrary to the image we held of Lectra, of a large company used to looking only at saving material and improving productivity on large volumes, it was their teams who were best able to pinpoint our needs”,* says Myriam.

The objective of this initial collaboration was to digitize all the cardboard patterns that were at the heart of the workshop's activity, to ensure this know-how was preserved and to create the conditions necessary for their development. This was a lengthy task, but Atelier Tuffery quickly realized the value of dedicating a full-time member of staff to it: Salomé. She became the entry point for the Lectra teams. Together, they set up the Modaris Expert pattern making solution, while ensuring the entire workshop organization was preserved.

This vital step prompted certain fears, particularly in Julien's father, Jean-Jacques Tuffery: *“I was afraid that the digitization would make us take things too easy and lose touch with our ethos”.* Grading was the other sensitive but vital topic, depending as it does on a master tailors' years of experience.

All these apprehensions were clearly identified by **the Lectra teams, who visited the site a number of times to support the data integration, check that the solution was being installed correctly, and answer any questions about the installation.**

This human side was particularly appreciated by Atelier Tuffery's managers: *“The Lectra teams adapted to our development phase without trying to rush our teams”,* explains Myriam. Meanwhile, in addition to the patterns created with Modaris Expert, Salomé integrated the product catalog and the material constraints into the Fashion On Demand by Lectra solution.

*“We really appreciated the time spent and the consideration demonstrated by the Lectra teams right from the start of our relationship. This human side was confirmed when the trainers came to the workshop to help us to deploy the Fashion On Demand by Lectra solution.”*

**Myriam Tuffery,**  
Joint Manager of Atelier Tuffery



# 04

## A COMPANY FOCUSED FIRMLY ON THE FUTURE

By digitalizing part of the manufacturing process, Julien and Myriam continued their strategy of modernizing the family business, despite already generating 80% of their turnover through direct sales on their website. This has enabled them to ensure the preservation of their know-how and to overhaul their entire value chain. It has also brought them greater flexibility and adaptability.

**Introducing Fashion On Demand by Lectra has given them unprecedented reactivity,** which is particularly appreciated at the production stage, especially for small runs.

All the patterns are now digitized and, through automated order processing by the Fashion On Demand by Lectra solution, **“we can instantly retrieve historic patterns from our database and produce a pair of jeans a few minutes later”**, Julien explains. The solution is greatly appreciated by the very demanding manufacturing team. This **enables Atelier Tuffery to protect its DNA as an artisanal garment manufacturer while introducing innovations.** Lectra was a trusted partner in this process.

*“By taking account of our constraints, Lectra demonstrated its adaptability. Through this digitalization process, we have made our job easier and are now more confident about meeting our customers’ new expectations.”*

**Julien Tuffery,**  
Joint Manager of Atelier Tuffery

### About

#### **FASHION ON DEMAND** by LECTRA

Fashion On Demand by Lectra combines the Virga single-ply cutting solution with Lectra’s digital cutting platform. This turnkey solution automates production on demand, from the receipt of orders to cutting. With this disruptive offer, fashion companies benefit from total visibility of all the steps in their on-demand process, whether they are producing small runs or customized items.

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