

Lectra Showcases Latest Technology at Shoptalk 2023 During Company's Rapid US Expansion

8 of the top 10 fashion brands use Lectra for planning, developing or manufacturing

New York, March 16, 2023 – **Lectra**, the major global Industry 4.0 player in the fashion industry for 50 years, today announced its attendance at **Shoptalk 2023** at the Mandalay Bay Convention Center in Las Vegas, March 26-29th. This year will be Lectra's first attending Shoptalk as the company accelerates in the US market, solidifying itself as the technology partner to support the future of fashion retail business.

With the dramatic shift towards e-commerce, brands, retailers, and manufacturers have had to rethink the way they analyze, sell, develop, and manufacture their collections with a new direct-to-consumer approach. At Shoptalk, Lectra will showcase cutting-edge solutions, powered by artificial intelligence, that will revolutionize the way brands and retailers handle fashion benchmarking and collection planning while providing a 360° view of the entire manufacturing process from mass production to small series and one-off production runs.

"For 50 years we've been the trusted partner of top fashion brands like Theory, Pinko, Diesel, and Zumba," said Lenny Marano, President of the Americas at Lectra. "Our customers need a complete solution that they can rely on to make decisions with real-time data monitoring and competitor performance tracking. Lectra is proud to streamline all collection development by being the one collaboration source for entire teams, which drastically reduces time to market and provides our customers with a competitive edge they can't get anywhere else."

Lectra will be showcasing its latest technology at booth, #1581 including demos of:

- **Retviews:** New to the US market, this automated competitive analysis platform for fashion monitors over 5,000 brands across the world. Retviews uses AI to provide an in-depth look into competitors' assortment, discount, and pricing strategies to enable buyers, planners and merchandisers to optimize their retail strategy and increase margins.
- **Kubix Link v 3.2:** A unique and adaptable ecosystem of fashion Product Lifecycle Management (PLM), Product Information Management (PIM), Digital Asset Management (DAM) and more. Kubix Link enables fashion and apparel process stakeholders to consolidate, share and communicate all product-related data through a single funnel from their first sketch to online sales channel. The latest version of Kubix Link, being showcased at ShopTalk, will enable businesses to manage daily workflow better, thanks to better document and asset management capabilities, and a more personalized navigation experience.
- **Neteven:** Currently the leading European marketplace integrator, Neteven's Platform-as-a-Service is optimized to deliver incremental revenue to brands through digital channels. Neteven, helps clients achieve maximum exposure of their product catalogue on local and international marketplaces such as Zalando, La Redoute, Galeries Lafayette, Amazon, Veepee and Farfetch, while improving performance and profitability through the automatization of the sales cycle and providing dedicated support at each phase of the project.

Join Lectra to celebrate 50 years of innovation at its media happy hour, Monday March 26th at 4:45pm. Founded in 1973, Lectra has been driving innovation that transforms markets and has remained a key strategic partner for companies across the fashion, automotive and furniture industries.

Lectra will also be hosting a webinar on April 13, 2023, 11:00 EDT with Coresight Research where Senior Analyst, John Harmon and Lectra's Vice President of Marketing, Ketty Pillet, will talk through key takeaways and insights from Shoptalk 2023. Register for Lectra's webinar [here](#).

ABOUT LECTRA

As a major player in the fashion, automotive and furniture markets, Lectra contributes to the Industry 4.0 revolution with boldness and passion by providing best-in-class technologies.

The group offers industrial intelligence solutions - software, equipment, data and services - that facilitate the digital transformation of the companies it serves. In doing so, Lectra helps its customers push boundaries and unlock their potential. The group is proud to state that its 2,500 employees are driven by three core values: being open-minded thinkers, trusted partners and passionate innovators.

Founded in 1973, Lectra reported revenues of 522 million euros in 2022 and is listed on Euronext (LSS).

For more information, visit www.lectra.com.

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