

TextileGenesis, a Lectra company, announces the signing of a memorandum of understanding (MoU) with the International Cotton Association (ICA) to strengthen digital collaboration between the organizations

Paris, October 10, 2023 – [TextileGenesis](#) - the pioneering traceability platform dedicated to the fashion and textile ecosystem, part of the [Lectra](#) Group - and the International Cotton Association (ICA) have signed a [memorandum of understanding](#) to strengthen their cooperation and increase their digital collaboration on ethical trade and sustainability. The two entities aim to contribute to improving textile industry practices on these key issues.

TextileGenesis provides a solution for the traceability of the entire sustainable textile supply chain, ensuring reliable, secure and totally digital material mapping, thus guaranteeing authenticity and provenance. Its pioneering traceability mechanism, covering both ends of the textile value chain, its network of fabric certification partners and its technology platform guarantee the exchange and tracking of reliable, secure data, throughout the material's life cycle.

This partnership with the ICA means that all those involved in the cotton supply chain, from production to the creation of fashion products, will be informed that they could potentially be doing business with a company that the ICA has identified as unsafe.

Amit Gautam, CEO and founder of TextileGenesis, said: *"ICA is the world's leading international cotton trade association and deeply involved across the value chain in settling trade arbitrations, providing them unparalleled insights into companies that don't fulfil their arbitration commitment. It's one of the key components of risk metrics that we alert our users on TextileGenesis. ICA cooperates closely with major cotton standards that we partner with creating further synergies between us."*

For further information, please visit [here](#).

About TextileGenesis:

Founded in 2018, TextileGenesis, a Lectra company, provides a Software as a Service (SaaS) platform that enables fashion brands and sustainable textile manufacturers to ensure a reliable, secure and fully digital traceability of their textiles, from the fiber to the consumer, and thereby guarantee their authenticity and origins.

Its innovative traceability mechanism, which addresses both ends of the textile value chain, as well as its network of partners for material certification, and its technology platform guarantee the exchange and tracking of reliable and secure data throughout a material's life cycle.

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. The company is listed on Euronext, where it is included in the following indices: SBF 120, CAC Mid 60, CAC Mid&Small, CAC All Shares, CAC All-Tradable, CAC Technology, EN Tech Leaders and ENT PEA-PME 150.

For more information, visit lectra.com.



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