

TextileGenesis now enables the fashion industry to trace the origin of all materials, sustainable or generic, via its platform

Until now reserved for sustainable and premium materials, the Lectra Group's traceability solution now includes a new module dedicated to conventional materials.

Paris, 8 November 2023 - [TextileGenesis](#), a Lectra Group company, announces the integration of a new **Supply Chain Discovery** module into its SaaS platform. The traceability solution developed by TextileGenesis has already played a pioneering role in providing the fashion ecosystem, thanks to its *Fiber to Retail* module, with reliable, secure and fully digitized chain of custody of sustainable materials. The new Supply Chain Discovery module completes this offering by identifying the origin of conventional materials. TextileGenesis users can now meet the traceability requirements for all the materials they use on a single platform.

Traceability, a crucial stake in the fashion sector

"Fashion is a major industry - its economic weight is estimated at 2.4 trillion dollars - but it is highly fragmented. The ten biggest fashion brands account for just 10% of this global market. The fashion value chain is extremely long, comprising 5 or 6 levels, generally in several countries. For a product as simple as a cotton T-shirt, there can be as many as 10 organizations involved, from cotton farming to retailing. In this context, mapping the entire value chain of a garment and ensuring the traceability of its origin is extremely complex," explains Amit Gautam, founder and CEO of TextileGenesis.

Increasingly, however, in all regions of the world, regulations focusing on sustainability, traceability and transparency in the fashion industry are requiring brands to have a precise overview of their supply chain. TextileGenesis has identified 27 such regulations already enforced or in the process of being adopted.

For fashion companies, this means identifying the textile flows used in their entire product portfolio, from design to production and retail to end-of-life. They need to know and control their supply chain, guarantee its transparency, and ensure that the materials they use do not come from regions with high environmental or social impact.

Two supply chain approaches to optimize textile traceability

Thanks to an innovative traceability mechanism, the TextileGenesis SaaS platform has already enabled fashion companies to track sustainable materials throughout their supply chain, from fiber origin through to the retail of garments.

A new module, *Supply Chain Discovery*, has now been added.

While *Fiber to Retail* ensures the traceability of sustainable and certified materials using digital tokens that record every transaction from upstream to downstream of the supply chain in real time, *Supply Chain Discovery* applies a different approach, tailored more closely to the specific features of the value chain for conventional materials.

This new module works in declarative mode, tracing the supply chain backward, from the finished product to the intermediate players across the value chain. The platform can also be used to record information from certified external bodies that carry out traceability tests on samples.

"The addition of this new module is a huge advantage for users of our platform, as they can now consolidate all the information they need to ensure the traceability of the materials in their product

range, whether the garments are made from sustainable or conventional materials," explains Amit Gautam.

He concludes: *"We are delighted to be able to offer our customers such a comprehensive solution. It enables them to meet the challenge of total traceability, thanks to a single platform that guarantees the highest levels of reliability and security for the data collected, without having to use two separate systems"*.

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.

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