



ARTICLE:

HOW LECTRA HELPS INDUSTRY LEADERS SUCCEED IN THEIR QUEST FOR SUSTAINABILITY

PART 3

THIRD AND LAST IN A SERIES DEDICATED TO THE SOLUTIONS DEVELOPED BY LECTRA TO HELP ITS CUSTOMERS TACKLE THE CHALLENGES OF SUSTAINABLE DEVELOPMENT, THIS ARTICLE DETAILS THE SOLUTIONS OFFERED BY DIGITALIZATION TO MAKE THE FASHION INDUSTRY MORE SUSTAINABLE.

A pioneer in Industry 4.0, Lectra has placed sustainable development and social responsibility at the heart of its corporate strategy. Lectra is committed to sharing these sustainable industrial practices with its customers in the fashion, furniture and automotive industries. In order to achieve its objectives in terms of sustainability and ethical responsibility, the fashion industry must reinvent itself to **significantly reduce the environmental impact of its activities, improve the working conditions of its employees and ensure the traceability of materials.** To meet these major challenges, Lectra supports players in the fashion industry by providing them with high-performance tools capable of guaranteeing supply chain transparency, environmentally friendly production and fair working practices while preserving costs.

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Lectra's tailor-made solutions for a more sustainable fashion industry

#1

Reducing environmental impact

To become more sustainable, the fashion industry needs the right technology to reduce its material and energy consumption while remaining competitive. Textile waste can thus be drastically reduced by optimizing pattern-making and cutting processes. Historical leader in fabric cutting solutions, Lectra has made technological innovation part of its DNA for the last 50 years. Ongoing innovation allows Lectra to offer its customers the best solutions on the market to achieve maximum waste reduction.

Optimizing fabric consumption is the first step to reducing material waste, and it starts with accurately predicting the quantities of fabric needed during pre-production. With Modaris Expert and Gerber AccuMark, significant material savings can be obtained right from the pre-production phase, thanks to pattern-making solutions that allow you to perfectly adjust the fit of the garments.

During the production phase, **Flex Offer by Lectra**, our automated marker-making solution, makes it possible to quickly and precisely assess material needs and optimize marker making, which leads to savings when purchasing fabric, less overstocking and easier processing of large volumes of markers during peaks of activity.

Playing a key role in the production process, the new generation cutting room integrates the most innovative and efficient solutions of Industry 4.0 to ensure an effective and sustainable cutting process. Aiming at preventing waste and reducing fabric consumption, **Vector is a connected cutting solution designed to help the fashion industry minimize its environmental impact.** Its advanced technology has been developed to minimize fabric waste and consumable use, thus reducing its carbon footprint. Designed with sustainability in mind, its new energy-efficient turbine reduces idling time, **reducing energy consumption by 30 to 40%.**



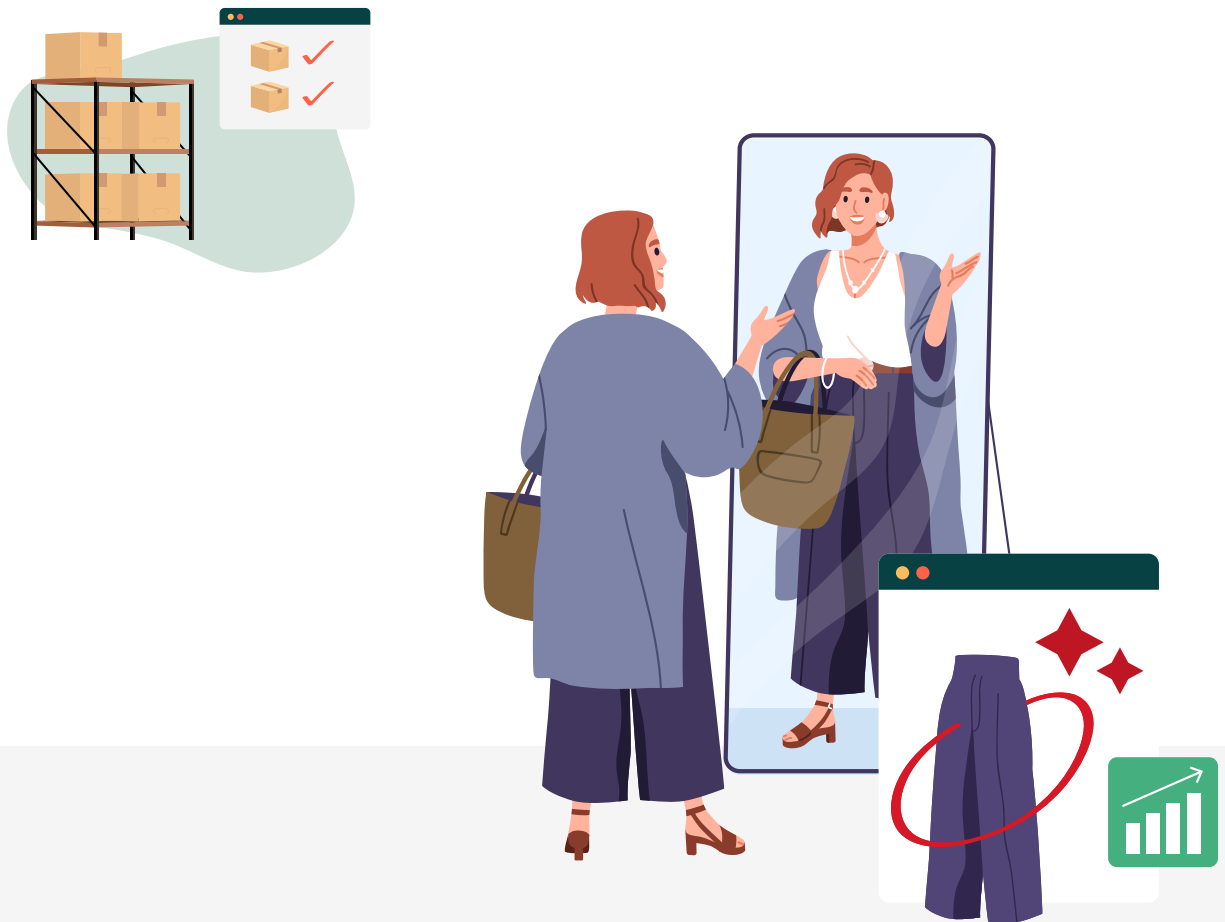
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It is estimated that the manufacture of one piece of clothing generates 20% waste, particularly when cutting the fabric.

The ideal approach to achieve sustainability, on-demand production provides real solutions for a more environmentally friendly industry. In contrast to overproduction and overconsumption, producing only the right amount helps fashion manufacturers avoid overstocking and reduce their carbon footprint. This approach allows brands to produce exactly what customers want while combining agility, sustainability and profitability.

A strategic partner in helping fashion brands transition towards on-demand production, Lectra has developed **Fashion On Demand by Lectra** to automate on-demand production, from order to cutting, including product development phases.

Adopting a 'no stock' approach is also possible by predicting which products in a collection will sell the best. **By carrying out a real-time analysis of the best sellers on the market, Retviews helps manufacturers produce garments that perfectly meet consumer expectations, at the right time and at the right price.**



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We need a more efficient marker-making solution that is able to process complex markers in a short period of time, and Lectra's Flex Offer can help us improve fabric yield by almost 1%.

Xu Xuefen
General Manager,
Shantou Q One Garments Co

#2

Opt for sustainable sourcing practices

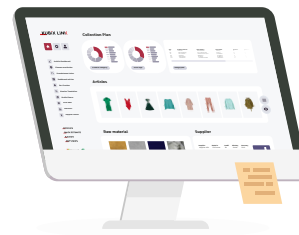
In a context of globalization where the fashion industry involves more and more players from the four corners of the world, sustainable sourcing becomes a priority, whether for consumers, manufacturers or fashion brands. And traceability and transparency are key elements in any sustainable supply chain. Knowing the origin of each product means that fashion manufacturers must make sure that their suppliers comply with safety and sustainability regulations and that materials and components are compatible with the company's sustainability objectives throughout the supply chain.

To guarantee the traceability of materials, from the textile fiber to the customer, **TextileGenesis provides manufacturers with a secure platform to follow up the social and environmental impact of sustainable materials.** Specifically designed for the fashion and textile industry, TextileGenesis allows brands to ensure the reliable, secure and fully digital follow-up of materials, from the textile fiber to the consumer, and thus guarantee their authenticity and origin.



Lead the way in terms of CSR in the fashion industry

From haute couture to mass retail, fashion brands are now making **social, ethical and environmental responsibility the main priority in their business strategy.** Lectra supports its customers at every stage of the on-demand production process in order to reduce waste, promote ethical and responsible sourcing, and adopt fair working practices.



#3

Establish fair working practices

With the objectives of guaranteeing fair working conditions, a balanced workload as well as a secure and stimulating workplace for all, Lectra offers its customers industrial intelligence solutions that facilitate their digital transformation while improving their environmental and societal impact.

Ensuring operator safety is a top priority, which is why Lectra designs machines equipped with extremely high-performance safety systems. Equipped with the latest technology, our cutters include a motion detection system that instantly stops the cutting process in the event of dangerous user behavior.

To make our solutions accessible to all types of users, we are focusing on making the user interface as ergonomic as possible and always prioritize the usability of our equipment. With an interface inspired by web browsers, our smart and intuitive platform **Kubix Link allows users to manage and benefit from 360° visibility on all product data.**