

## ARTICLE



# Valia Fashion: the key to a smarter, faster, greener production process

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## Fashion biggest challenges

The fashion industry is undergoing a rapid transformation, driven by shifting consumer habits and heightened expectations. **Personalization and online shopping are transforming the industry.** Modern consumers want unique products, pushing companies to master the delicate balance between producing small, customized batches and mass production.

Consumers, as well as industry regulators, are also pressuring fashion companies to implement more environmentally and socially conscious products and processes. They expect concrete proof of **eco-friendly practices, from responsibly sourced materials to ethical labor conditions.**

Meanwhile, **workflow inefficiencies** plague many fashion companies. Many still rely on manual processes to transmit order and production data, which can lead to frequent errors, costly delays, and excessive fabric waste.

Finally, the fashion industry's notoriously complex supply chains make real-time tracking of materials and processes difficult. **Enhanced supply chain transparency is essential** for ensuring timely deliveries, maintaining quality standards, and supporting sustainability goals in a competitive global market.

Leveraging **Industry 4.0 technologies**, such as **artificial intelligence, data analytics**, and **connectivity**, is crucial for optimizing workflows and giving companies the agility they need to thrive in a dynamic market.

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## Introducing Valia Fashion

Enter Valia Fashion.

Valia Fashion is an **intelligent digital platform** that propels companies into a new technological era. It combines strategically selected Industry 4.0 technology, such as big data analytics, cloud computing, and fashion-specific AI, with Lectra's deep industry expertise to seamlessly **connect, automate and streamline the entire garment production process**, thus solving the problem of coordination within the supply chain.

The **powerful combination of advanced technology** and expertise allow brands, manufacturers, and subcontractors to quickly adapt to any production needs, process unprecedented amounts of data, optimize resources, break down silos and boost agility.

It introduces a new, more connected way of working, with a garment-based workflow that paves the way to a more resilient, **responsive and agile supply chain**, increased **fabric savings**, faster cutting room throughput, and progress towards **sustainability goals**.



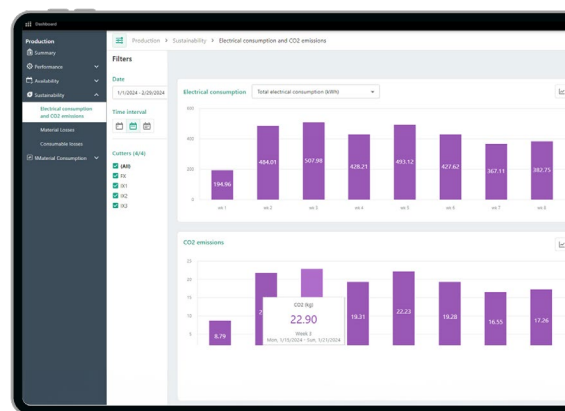
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## Connected, collaborative, comprehensive workflow

Valia Fashion serves as the backbone to a single intelligent and connected workflow. This cloud-based platform fosters collaboration throughout the production process, for both internal teams and throughout a company's ecosystem.

By connecting data, people and processes, **organization becomes easier, manual work is reduced and resource allocation is optimized.**

From fabric estimation to production optimization, Valia Fashion ensures that every element of the supply chain works in harmony, creating a unified process that balances constraints and objectives for maximum efficiency.





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## Speaking a common language: data

Data is the lifeblood of Valia Fashion. Thanks to the use of Industry 4.0 technologies, Valia Fashion is able to process and interpret an unprecedented amount of data. By collecting, standardizing and sharing always-up-to-date information on materials, garments, orders, and production resources across the supply chain, the platform enables smarter, faster decision-making.

Using this unified data approach, stakeholders **gain full visibility and traceability** across the ecosystem, advancing shared CSR goals.

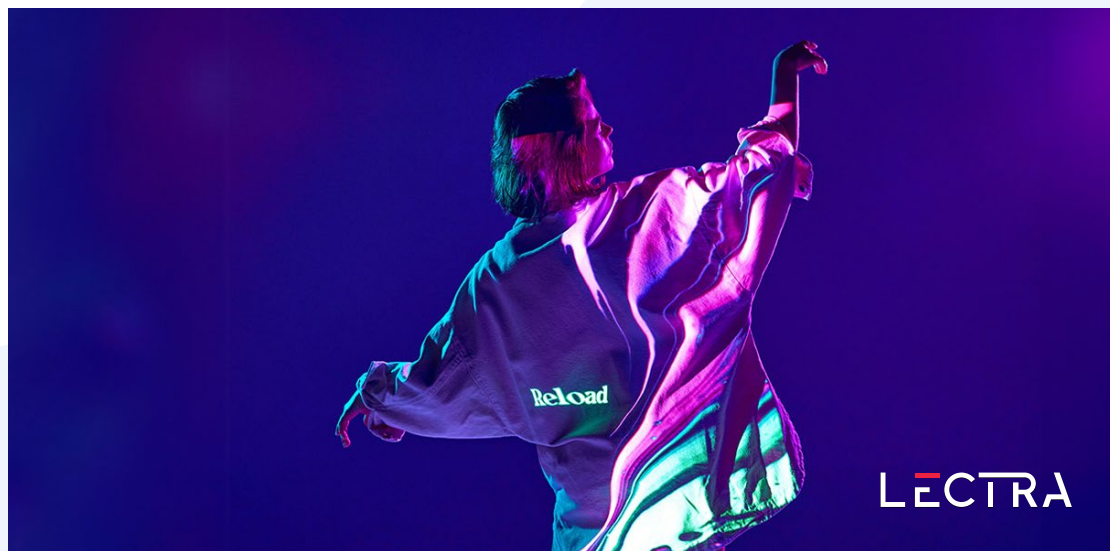
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## How does Valia Fashion work?

With Valia Fashion, fashion companies can benefit from a **fully automated workflow**. It streamlines order processing by automatically preparing cutting and spreading jobs based on pre-configured production rules and manufacturing constraints. Using advanced AI algorithms, the platform analyzes fabric characteristics to accurately simulate consumption and costs, continuously refining material estimates with data from past orders.

The secure platform connects brands and subcontractors for centralized **order preparation**, sharing, and monitoring, enabling swift responses to changes and optimized **resource planning** for **maximum productivity**. Integration with Lectra's Virga and Vector cutting solutions ensures seamless communication, providing companies with the agility to switch between production types effortlessly.

Comprehensive dashboards provide detailed insights into workflows, equipment performance, and sustainability metrics, ensuring peak efficiency throughout the solution's lifecycle. Together with Lectra's cutting-edge tools and services, **Valia Fashion transforms cutting rooms into high-performance, Industry 4.0-powered hubs**.



## 06 Unlocking new possibilities

Valia Fashion's integration of Industry 4.0 technologies unlocks unprecedented levels of performance for brands, manufacturers, and their subcontractors.

### **Simpler order management**

With a fully connected, intelligent digital platform that integrates process expertise and automates the most critical steps of the garment production process, such as fabric estimation and order management, companies achieve unmatched efficiency, deliver faster and can produce complex products with ease.

### **More agile processes**

Valia Fashion's versatility enables manufacturers to switch production flows—from made to measure to mass production—quickly and easily with direct connections to cutting lines. This increased agility makes it easier to adapt production to market changes, respond quickly to customer needs, and offer a wider selection of services.

### **Complete visibility**

Access to detailed data at every step helps companies monitor status of an order in real time, track performance levels of each cutting line, and view information about material and energy consumption.

### **Higher profitability**

AI-powered tools optimize fabric simulation, line allocation, and production workflows, resulting in significant savings in materials, energy, time, and labor.

### **Gains in sustainability**

Smarter fabric calculations aid companies in achieving their sustainability goals, by minimizing the amount of fabric waste that ends up in landfills and decreasing overall resource consumption. Companies can also use Valia Fashion's dashboard to monitor and optimize electricity consumption.



Valia Fashion harnesses the full power of **Industry 4.0 technologies** to redefine what's possible in fashion manufacturing. This innovation **unlocks a new standard of manufacturing performance**, delivering substantial savings in materials, energy, time, labor, and CO<sub>2</sub> emissions. It reduces operational costs, enhances CSR impact, and easily accommodates the growing demand for product variety.

With **Valia Fashion**, the future of fashion is **faster, smarter, and greener.**