

CUSTOMER STORY

IKKS optimizes its collection management with Kubix Link PLM



LECTRA



Leading premium ready-to-wear group, IKKS is now using **Lectra's collaborative Kubix Link PLM** solution to improve its collection management.



01

A bold, creative brand

Since its founding in 1987, IKKS has established itself as a leading premium ready-to-wear brand in France. In 2023, the company generated 280 million euros in revenue and expanded its footprint with over **700 retail outlets** worldwide, with **1700 employees**. Dressing women, men and children, IKKS stands out with its bold yet effortless style, designed for making an impact without overstatement.

02

IKKS' aim: tackle the challenges of an ever-evolving fashion industry

To maintain its competitive edge in an evolving market, IKKS must continuously adapt and optimize its operations. With multiple collections including IKKS Women, IKKS Men, IKKS Kids and I.Code, it was vital for the brand to harmonize processes and **standardize workflows**. At the same time, **strengthening team collaboration and improving interdepartmental communication was essential** to enhance collection management.

IKKS also had set key strategic goals: reducing transportation costs, improving delivery rates and optimizing its margin tracking. The brand also wanted to **integrate CSR commitments** at every stage of the product lifecycle.



03

A solid collaboration with Lectra

Since their first collaboration with IKKS, Lectra has continuously provided cutting-edge solutions to help IKKS optimize its operations and stay ahead in the industry. The successful integration of **Retviews** enabled IKKS to conduct real-time competitive analysis and make agile data-driven strategic decisions. As emphasized by Marjorie Picquet, IKKS Category Manager: "With Retviews, we've been able to make really quick pricing decisions".

Building on this success, IKKS naturally turned to Lectra's **Kubix Link PLM** to further streamline operations, enhance innovations and boost efficiency.

"We're delighted to continue our collaboration with IKKS by offering them cutting-edge solutions like Kubix Link PLM. The platform improves collection management and simplifies communication across teams, contributing to the brand's growth and success."

A Lectra representative

04

Kubix Link PLM: a configurable integrated solution

Kubix Link has revolutionized collection management at IKKS by facilitating several key aspects:

→ **Optimizing workflows and improving clarity through a centralized platform.**

Consolidating all product data in a single hub, enhancing traceability and transparency required to fulfill the brand's CSR commitments.

→ **Faster collection development**

Providing real-time insights into margins, deliveries, and collection performance, Kubix Link PLM enables faster and more informed decision making, reducing development cycles by an average of seven days.

→ **An intuitive, collaborative interface**

Kubix Link PLM also integrates seamlessly with existing tools (like Cegid Orli, Cegid's Fashion ERP, and Lectra's CAD solution, Modaris), facilitating collaboration among designers, suppliers and manufacturers, and accelerating product development.

"Kubix Link PLM is an innovative solution that facilitates our connection to Cegid Orli, Cegid's Fashion ERP, and its integration with Modaris, Lectra's CAD solution. With tools like Retviews and Kubix Link PLM, we are refining our processes while being at the forefront of technology."

Sandra Alombert

AMOA project manager at IKKS



05

IKKS and Lectra: a shared commitment to sustainable fashion

IKKS and Lectra share a clear vision: to deliver fashion in a **more sustainable way**. With Kubix Link PLM, IKKS has strengthened its commitment to sustainable fashion with guaranteed traceability of its materials, thereby reducing waste and optimizing resource management.

By combining technological innovation with responsible fashion practices, IKKS continues to lead in premium ready-to-wear, proving that style, performance, and sustainability can go hand in hand.

Results

10% reduction
in air transport costs

5% increase
in delivery rates

> 90%
Satisfaction within IKKS teams

[LEARN MORE ABOUT KUBIX LINK PLM](#) →