

FASHION

WE LIGHT THE WAY SO THAT
YOU CAN LEAD WITH STYLE.



LECTRA

Behind the seams

A complex industry

Uncertainty compounding fashion's core challenges

Fashion companies are navigating an increasingly uncertain landscape shaped by geopolitical instability, economic volatility, and supply chain disruptions. These challenges compound the industry's ongoing struggles to remain agile, profitable, and sustainable. In this unpredictable environment, meeting rising consumer expectations, managing costs, and adhering to stricter regulations have become even more difficult.

So many players, so many ways to play

The fashion industry is diverse and dynamic. Beyond major players, thousands of businesses—startups to global giants—operate across regions, cultures, and time zones, each with unique models, resulting in a highly fragmented landscape. This fragmentation creates communication barriers, making collaboration difficult across languages, time zones, and backgrounds. As a result, efficiency suffers, and the industry struggles to optimize operations.

Fashion **doesn't follow** the usual rules

- It's a **"soft goods" industry**—each fabric type behave differently
- New collections drop **multiple times a year**
- Every product comes in **countless sizes and colorways**
- Fashion is still **deeply tactile and emotional**—making it slow to embrace digital solutions

The **high impact** of fashion

The world generates **92 million tons of textile waste annually**¹—a result of a system focused on speed and volume over sustainability. Between 2000 and 2015, global clothing production doubled, while the average garment lifespan dropped by 36%¹.

Apparel consumption is expected to rise another 63% by 2030², further straining the planet. If the industry continues on this path, it could consume over **a quarter of the world's carbon budget by 2050**².

Tier-two production—the stage where fabrics are made and treated—drives up to 65% of scope-three emissions², yet 75% of brands still fail to involve suppliers in sustainability initiatives². In 2023, only 8% of textile fibers came from recycled sources¹, highlighting the fashion industry's systemic sustainability problem.

To create positive impact, the industry must unite through collaboration, innovation, and a shared commitment to change.

¹ [Unsustainable fashion and textiles in focus for International Day of Zero Waste 2025, UN Environment Programme \(UNEP\)](#)

² [The State of Fashion 2025, McKinsey & Company; The Business of Fashion](#)



Complex challenges

Bridging the gaps in **fashion's** **digital tools**

The fashion industry's complexity has resulted in specialized tools that optimize specific tasks. However, these tools often lack a seamless, end-to-end workflow across the entire value chain.

Data doesn't flow efficiently between isolated systems, creating bottlenecks and hindering the generation of actionable insights.

Point solution providers specialize in individual domains, excelling within their areas, but they fail to cover the full digital fashion value chain.

To drive innovation and efficiency, we need connected solutions that integrate design, production, marketing, and the entire supply chain into one cohesive ecosystem.

The time to act is now

As environmental and social regulations grow stricter and more complex, it's clear that sustainability is no longer optional—it's a **business imperative** and a key driver of success. With increasing pressure and limited resources, it is crucial for the industry to adopt a more interconnected and collaborative approach to succeed.

To achieve sustainability goals, **several critical challenges** must be tackled:



Traceability

Fashion companies must track and verify every step of the supply chain, from raw materials to the final product, **ensuring garments are produced ethically and sustainably**. With a global and complex supply chain, meeting these standards is difficult as companies work with many countries and suppliers.



Impact assessment

To reduce environmental and social impact, companies need to **measure their carbon emissions**, water usage, and labor conditions. However, data is often spread across disconnected systems, making it difficult to gain a clear, comprehensive view.



Regulatory compliance

Adapting to ever-changing and region-specific regulations is becoming increasingly challenging. **Compliance is crucial**, but the complexity of global supply chains makes it difficult to stay on track.



Consumer communication

Brands are required to communicate sustainability information to consumers. While this is a great opportunity to **build trust**, disconnected technologies make it hard to collect and share the necessary data effectively.

87%

OF FASHION EXECUTIVES

believed sustainability regulations would impact their business in 2024¹

¹BOF / McKinsey and Company, State of Fashion 2024

A new formula for **fashion success**

Bringing a garment to life requires mastering **three essential domains: creation, manufacturing, and marketing**. It sounds simple—but balancing all three is where the real challenge lies.

Few Fashion companies currently excel across all three domains; most demonstrate particular strength in one or two areas and rely on partners to bridge the remaining gaps. However, they can only achieve more cohesive, effective outcomes by **taking into account all three domains regardless of their role in the Fashion value chain**.

The old industry playbook no longer works. As McKinsey's *State of Fashion 2025* highlights, the future requires **a new formula**—and we're here to help devise it.

CREATE
better

Design products that are desirable, manufacturable, profitable, and sustainable.

It's no longer just about creativity. Fashion must blend appeal with feasibility, cost-effectiveness, and a growing focus on sustainability.

MANUFACTURE
better

Produce the right quantity, at the right time, with the right quality.

Success means being agile—delivering with precision to meet demand without waste or delay.

MARKET
better

Adapt to fast-changing channels and consumer expectations.

Marketing today is about staying relevant in a digital-first world, where platforms evolve and behaviors shift rapidly.

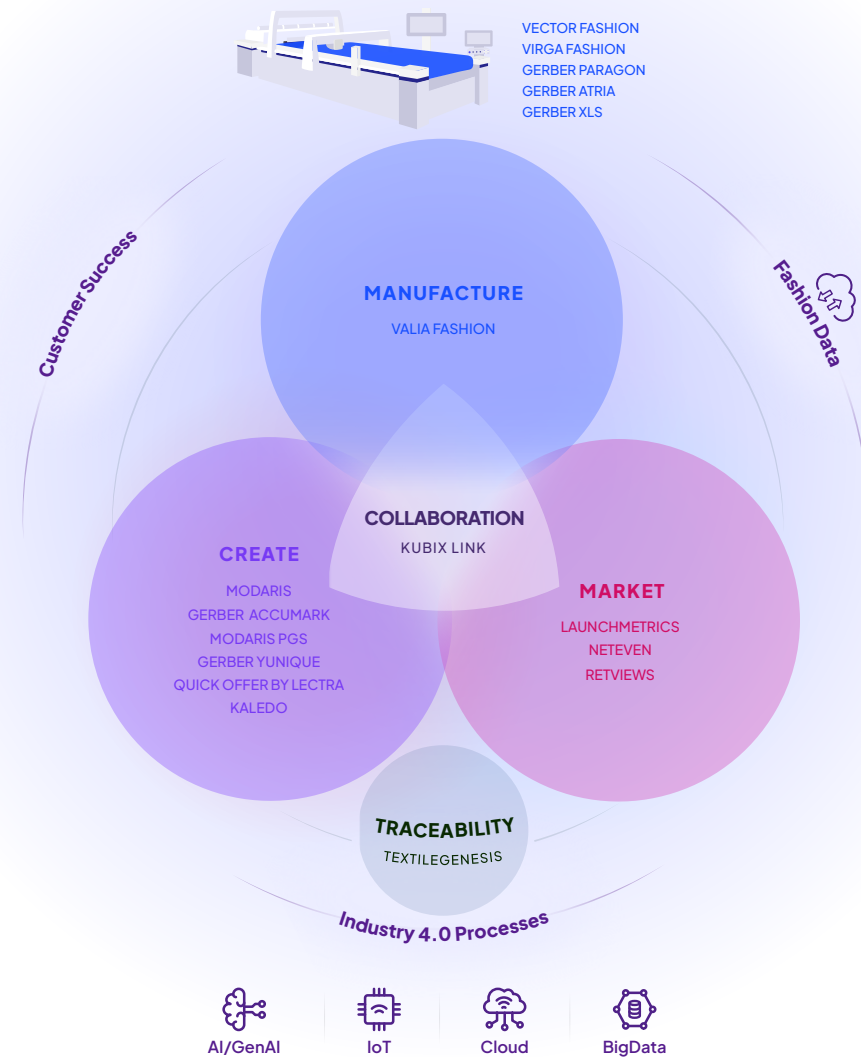
Three fashion domains, one connected ecosystem

At Lectra, our mission is to help fashion brands, manufacturers and retailers to create better, manufacture better, and market better—and to do that, we've brought the industry's three core domains together into one seamlessly **connected ecosystem**. By aligning these key areas, we enable apparel companies to reach new performance levels.

We've integrated two elements to strengthen connections across organizations and the value chain:

- **Collaboration** bridges teams across departments, locations, and value chain partners. We enable this by aligning teams, unifying workflows, and providing shared data for faster, better decisions.
- **Traceability** ensures end-to-end visibility, unifying fragmented data from fiber to retail. Our solution creates a transparent, reliable framework, providing stakeholders with a trusted source for sustainability and compliance.

We believe this connected ecosystem is the only way to collectively solve fashion's complex equation: **balancing growth, profitability, and sustainability**.



Create

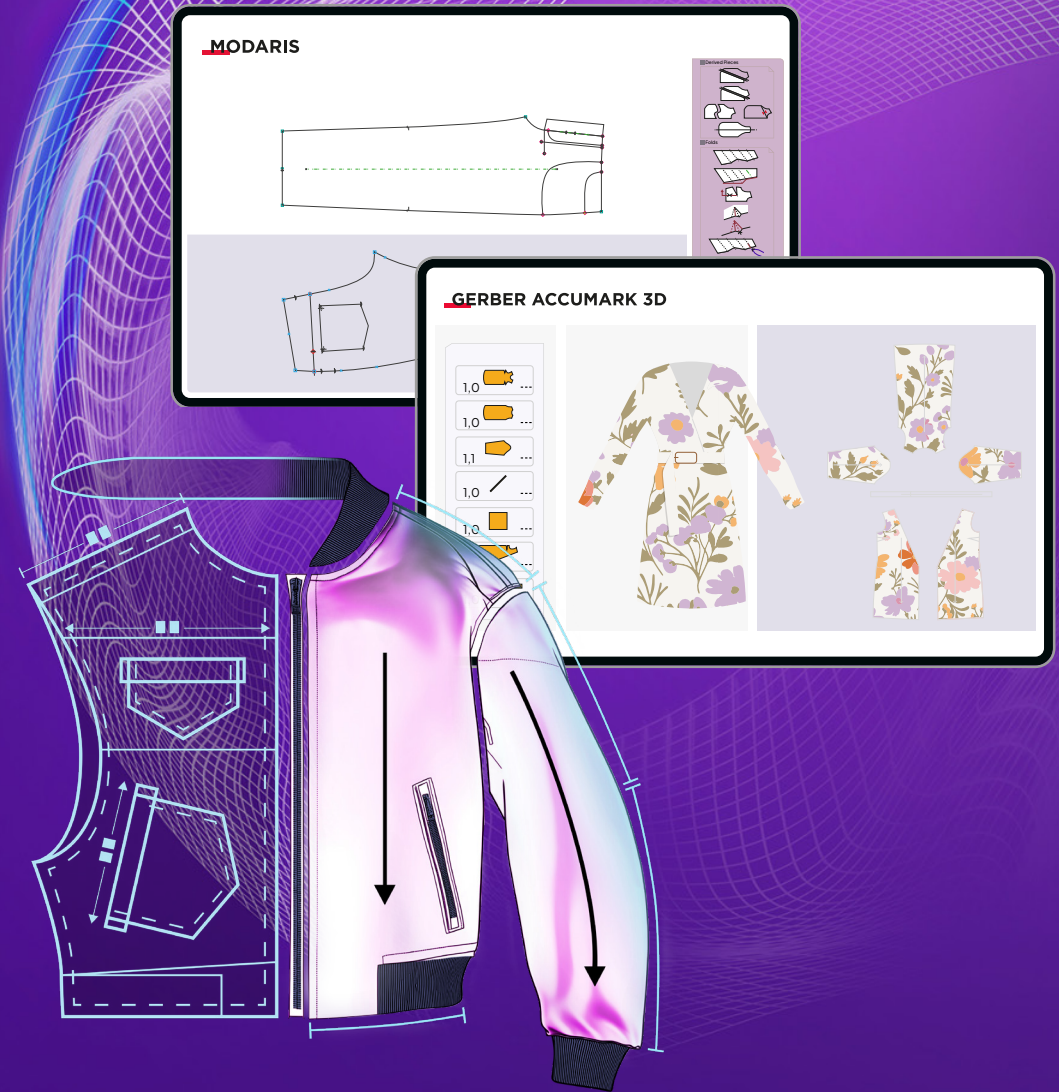
Modaris and Gerber AccuMark

Advanced patternmaking
for product development teams

up to 30%
TIME SAVINGS
on product development

Modaris and Gerber AccuMark have established themselves as trusted CAD solutions for fashion companies aiming to create garments with the perfect fit and quality.

- **Enhance your performance in product development**
- **Accelerate time to market**
- **Cut costs effectively**
- **Foster collaboration with business partners**



Manufacture

Valia Fashion

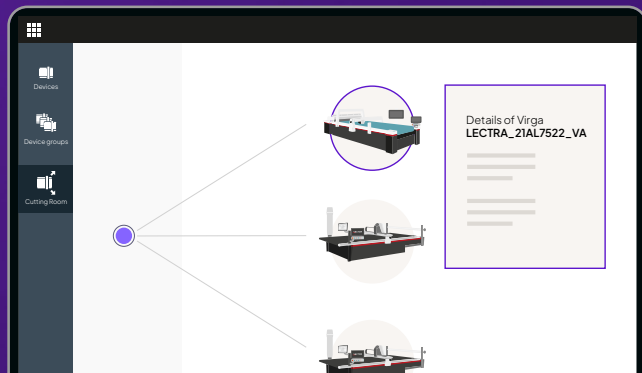
Revolutionary production management
for sourcing and manufacturing teams

4X faster
ORDER PROCESSING
compared to traditional processes

Valia Fashion is the intelligent cloud-based solution that connects, automates, and streamlines every aspect of garment production—from order processing to fabric cutting.

With a centralized database of materials, orders, and production resources, you gain real-time visibility and control over processes, enabling quick decision-making on production, timelines and costs.

- **Optimize your workflow**
- **Achieve accurate purchasing**
- **Automate order processing**
- **Centralize information sharing**
- **Leverage powerful insights**



Equipment and services

Cutting equipment tailored to your manufacturing goals

Our advanced cutting solutions support all manufacturing models, from one-offs to high-volume runs. They maximize material utilization, boost productivity, lower operational costs, and support sustainability goals.

Equipment availability and reliability

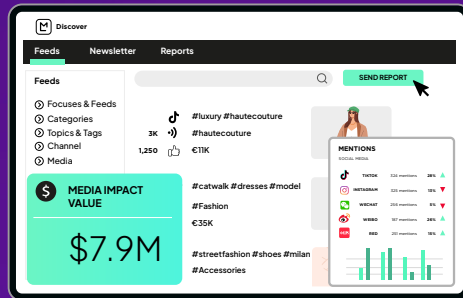
With intelligent sensors for predictive maintenance, our cutting solutions minimize downtimes and ensure uninterrupted production. Additionally, Empower Fashion, Lectra's latest maintenance contract, provides a contractual guarantee of equipment uptime through Service Level Agreements (SLA); a first in the industry.



Market

Launchmetrics

Brand performance
for marketing teams



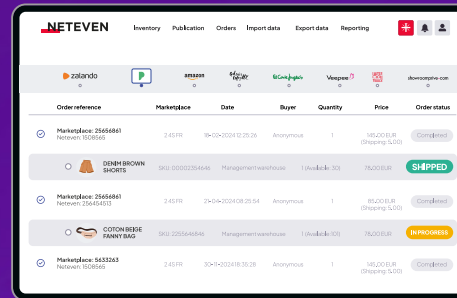
+200%
FASTER GO-TO-MARKET
execution for your campaigns

Launchmetrics is the leading AI-powered brand performance solution that bridges the gap between brand marketing strategies and execution—empowering companies to make smarter, faster decisions to connect with their consumer.

- Track media coverage
- Benchmark brand performance
- Manage events and email campaigns
- Streamline sample workflows
- Present collections

Neteven

Omnichannel marketplace
management for e-commerce teams



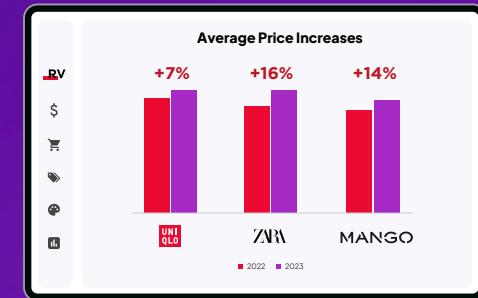
+165%
INCREASE OF YOUR ONLINE REVENUE
in Gross Merchandise Volume (GMV)

Neteven is the integrated cloud-based solution designed for managing multiple global marketplaces simultaneously. Streamline your online distribution as you map product data, manage inventory and orders, and access a robust analytics dashboard.

- Reach new customers and boost sales
- Gain end-to-end control
- Leverage data-driven insights

Retviews

Fashion benchmarking
for merchandising and buying teams



up to 80%
OF YOUR TIME SAVED
compared to manual benchmarking analysis

Retviews is the AI-powered market intelligence solution that helps fashion brands optimize planning, drive data-driven decisions, and maintain a competitive edge.

- Monitor pricing strategies
- Identify collection gaps
- Adapt swiftly
- Optimize marketing efforts



Collaboration

Kubix Link

Augmented PLM and product information management for collection teams

up to 80%
REDUCTION

in collection development time

“For me as a manager, I love having my Kubix Link app on my cell phone because whenever I’m traveling, I will be notified about a mistake in the production line in real time. I can take immediate action to make the best decision for the entire business.”

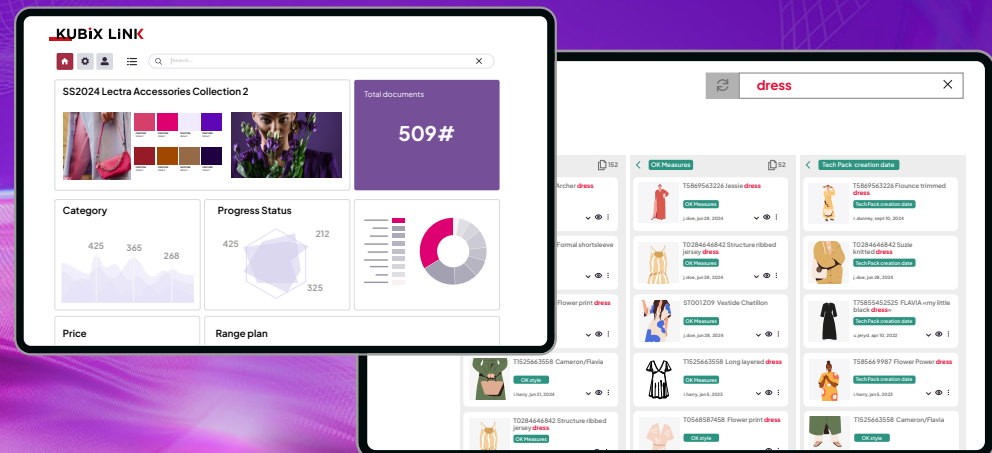
Lina Saldiarraga
V.P. Of Design, Product Development & Quality Assurance



Experience a new standard in fashion Product Lifecycle Management (PLM) with Kubix Link. Benefit from a connected system—PLM, DAM, Board, Forms, and Product Information Management (PIM)—to manage your entire fashion business, from product development to distribution. This all-in-one, highly configurable cloud-based solution harnesses industry-leading technology to deliver exceptional flexibility and performance.

Designed to accelerate your team’s time to market, Kubix Link empowers you to efficiently plan, monitor, and launch your collections with confidence.

- **Develop timely and cost-effective collections**
- **Centralize product data effortlessly**
- **Enhance communication.**
- **Turn inspiration into action**
- **Reach your sustainability goals.**
- **Meet omni-channel sales targets at every touchpoint**
- **Revolutionize collaboration and enrich data**



Traceability

TextileGenesis

Trusted fabric traceability management
for ESG teams

3+ billion
UNITS TRACKED
with TextileGenesis

“We far exceeded our first milestone of tracing 200 million units containing man-made cellulosic fibres and recycled polyester (RPET) through the TextileGenesis™ solution.”

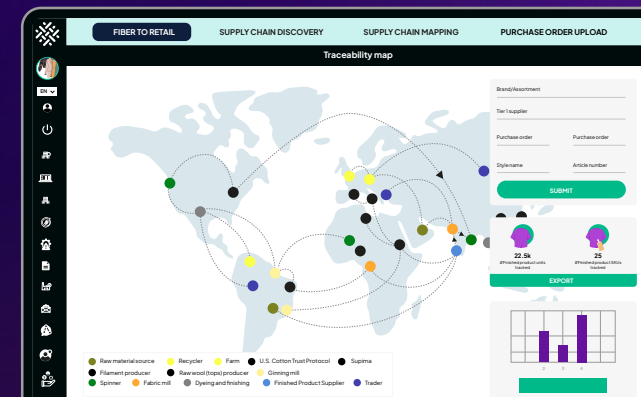
H&M Group Sustainability Disclosure 2023



TextileGenesis is the leading, scalable cloud-based traceability solution trusted by leading fashion brands to trace their complete product range across all supply chain tiers, from fiber to retail. Designed for companies at any stage of their traceability journey, TextileGenesis is the only solution in the market that fully integrates with all major ESG material standards, driving data integrity and traceability excellence.

With core capabilities to achieve traceability regardless of the starting point on the maturity curve, TextileGenesis offers automated fiber-forward (through Fibercoins™, fully digitized textile asset tracking) and product-backward tracing, ensuring full transparency and regulatory compliance from fiber origin to finished product. As global regulations tighten, this solution enables brands and suppliers to verify material origins and certification, combating greenwashing while navigating the complexities of supply chain due diligence.

- **Achieve full supply chain visibility**
- **Meet sustainable material standards**
- **Protect your reputation**
- **Tighten your global supply chain**





THE CONNECTING THREAD,
FROM CONCEPT TO STORE.

How Lectra helps you succeed in fashion

Lectra partners with fashion businesses to help them meet their goals and stay competitive in a fast-moving market. By integrating cutting-edge technologies like AI, IoT, and cloud computing, Lectra delivers solutions tailored to the fashion industry's unique challenges—enhancing efficiency, reducing lead times, and maximizing profitability.

Industry 4.0 Processes



AI/GenAI



IoT



Cloud



Big Data



Lectra connects the entire fashion value chain through real-time, accurate data. These advanced processes improve agility, boost collaboration, and reduce costs and lead times—ultimately enhancing quality and customer satisfaction.



From product specifications and production details to pricing and sales performance, fashion data spans the full product lifecycle. Lectra helps you turn this data into strategic insights that inform decisions and drive operational improvements.



Embracing technologies like Cloud, Big Data, IoT, and AI, Lectra equips your business to process and analyze large volumes of data in real time. This enables greater agility, faster response to trends, and better alignment with customer expectations.



Lectra is committed to your long-term success. Our end-to-end support includes advanced tools, expert services, and personalized guidance to ensure you get the most out of every solution—empowering innovation and sustainable growth in the fashion industry.

They lead the way with style



We light the way so that you can lead with style.

At Lectra, we pave a new way forward in an ever-changing fashion industry with our industrial intelligence solutions. By leveraging fashion-specific data with Artificial Intelligence and other Industry 4.0 technologies, our offer seamlessly connects the core processes of the fashion lifecycle.

Whether you create, manufacture, market, or all of the above, we help you enhance efficiency at every stage, foster collaboration and ensure greater sustainability.

START YOUR FASHION JOURNEY →



LECTRA

We pioneer. You lead.

For more information, please visit lectra.com

