

KUBIX LINK

Teamwork, reimagined

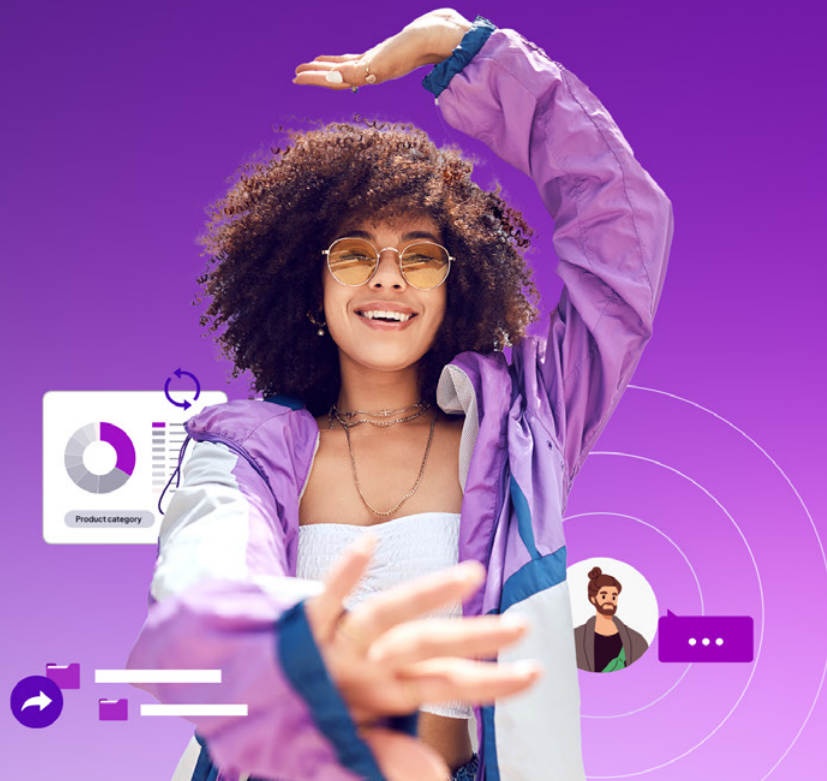
Modernize fashion collection management, power collaboration and accelerate your digital transformation

LECTRA

Mastering the fashion lifecycle in an evolving, sustainability-first landscape

In today's unpredictable market, fashion companies must rapidly adapt their collections to changing consumer tastes. At the same time, they face growing technological complexities, stricter sustainability and traceability regulations, and the challenge of coordinating across intricate global supply chains.

To stay ahead, fashion must move from reactivity to proactive transformation. Today's leaders are building resilience and agility into every layer of their operations, empowering their teams to confidently navigate uncertainty and thrive in the face of change.



The growing complexity of product data management

Fashion companies are continuously expanding their product offerings:

65 %
are adding more
categories to their
collections.⁽¹⁾

35 %
are releasing more
collections
per year.⁽¹⁾

51 %
are offering more
size variations
per style.⁽¹⁾

As product data multiplies, so do inefficiencies. Teams spend an astonishing 7.47 hours per week—almost an entire workday—dealing with miscommunication, which delays decision-making and leads to missed deadlines⁽²⁾. Additionally, ensuring full traceability and transparency requires tracking between 2,000 and 10,000 data points across the supply chain—a challenge that becomes increasingly difficult without the right tools.

To overcome these challenges, a fashion-focused, cloud-based solution becomes essential—a collaborative environment that centralizes all product data in one place, providing teams with real-time access to accurate product information, ensuring seamless workflows, and driving smarter, faster decisions⁽³⁾.

⁽¹⁾ sourcingjournal.com ⓘ

⁽²⁾ medium.com ⓘ

⁽³⁾ proquest.com ⓘ

Collaborate to innovate: A new era of collection management

As fashion accelerates, tighter, more efficient collaboration is needed as brands, retailers, and manufacturers must innovate quickly to respond to constant change, from trends to sustainability laws. Siloed teams and fragmented data slow progress and increase costs. Kubix Link, a cloud-based collaborative solution designed for fashion, unites people, data, and processes across the product lifecycle. The platform enables seamless teamwork, faster decision-making, and a shared vision, helping brands accelerate time-to-market, stay agile, and remain competitive.

Experience the power of streamlined, effortless collaboration

Unite stakeholders for faster business outcomes

Connect teams, partners, and suppliers in real time for better alignment and accelerate results across the entire value chain.

Centralize data to boost decision-making speed

Aggregate product, supplier, and sustainability data in one place, enabling smarter, faster business decisions and reducing costly errors.

Accelerate launches to capture market opportunities

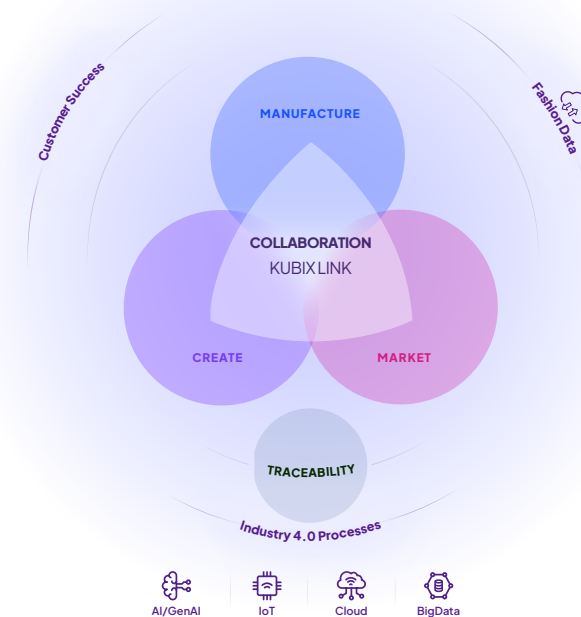
Streamline workflows and automate tasks, allowing brands to launch collections quickly and respond rapidly to changing market trends.

Ensure transparency to protect brand reputation

Track every product step for full traceability, regulatory compliance, and building consumer trust—minimizing risk and safeguarding business growth.

AI-powered innovation: Your strongest competitive advantage

Leverage AI tools and virtual assistants to automate processes, allowing teams to fully focus on high value tasks, such as creating breakthrough products that keep the brand ahead in a highly competitive fashion market.



Kubix Link serves as the digital backbone from design to launch, creating a single, unified data thread that connects all creative, manufacturing, and marketing processes.

Connected, seamless, and effortlessly responsive: Your new design-to-storefront process with Kubix Link

Kubix Link's modular and scalable architecture for Product Lifecycle Management (PLM) – with optional Product Information Management (PIM), Board, and Forms capabilities – connects data, creative workflows, and digital assets in one place, empowering efficient and seamless collaboration with the most complete process coverage on the market.

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PLM

Efficiently plan, monitor and launch your collections on time, streamline sustainability management processes, and coordinate production with this highly configurable cloud solution.

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PIM

Deliver a compelling and consistent product experience by centralizing, enriching, and publishing large volumes of information and digital assets (DAM), ideal for marketing and e-commerce needs.

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Board

Fuel creative teamwork by visualizing, organizing, and sharing ideas, collections, and project updates within a shared workspace.

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Forms

Simplify data collection and process automation by structuring information gathered from users, such as process-specific surveys, feedback, or data entry into actionable formats.



Unify teams for faster and smarter decision-making

The challenge

Fragmented communication and siloed data slow collaboration, causing delays and costly errors across design, production, and retail.

The solution

Connect every stakeholder—internal teams, partners, and suppliers—in real time, providing a single source of truth for all product data.

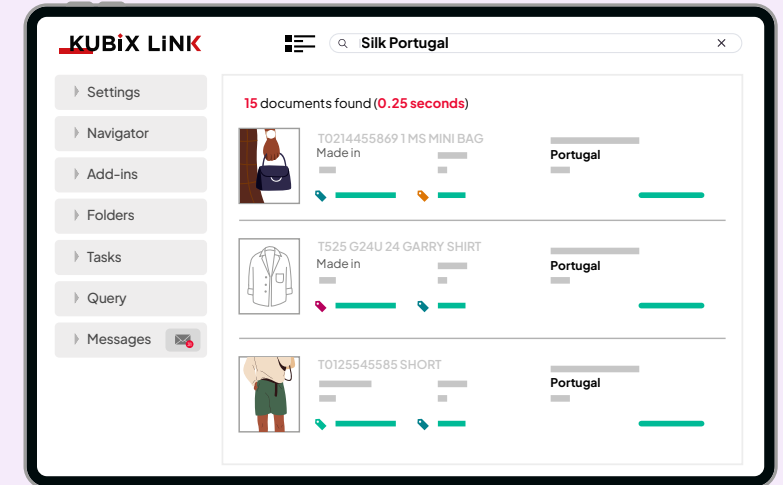
The benefits

Strengthen cross-team alignment through real-time collaboration on one centralized platform.

Reduce miscommunication by eliminating fragmented channels and outdated file-sharing practices.

Accelerate decision-making with unified, always-up-to-date product information.

Improve business agility by enabling teams to react faster to trends, constraints, and opportunities.



TOP FEATURES RANKED BY CUSTOMERS



Interactive interface

Share, comment, align and collaborate in real time with teams and suppliers.

Share inspiration and ideas and streamline collection planning with a collective moodboard

Track progress, eliminate bottlenecks, and accelerate decision-making with visibility.

One-click digital tech packs

Generate up-to-date tech packs and share in complete security, effortlessly.

Power innovation with a central data ecosystem

The challenge

Manual data aggregation and scattered spreadsheets lead to duplication, mistakes, and missed opportunities for optimization.

The solution

Consolidate product, supplier, and sustainability data in one cloud-based platform, eliminating manual processes and errors.

The benefits

Increase data quality with a single, reliable source of truth across all departments.

Reduce costly mistakes by removing manual re-entry and version inconsistencies.

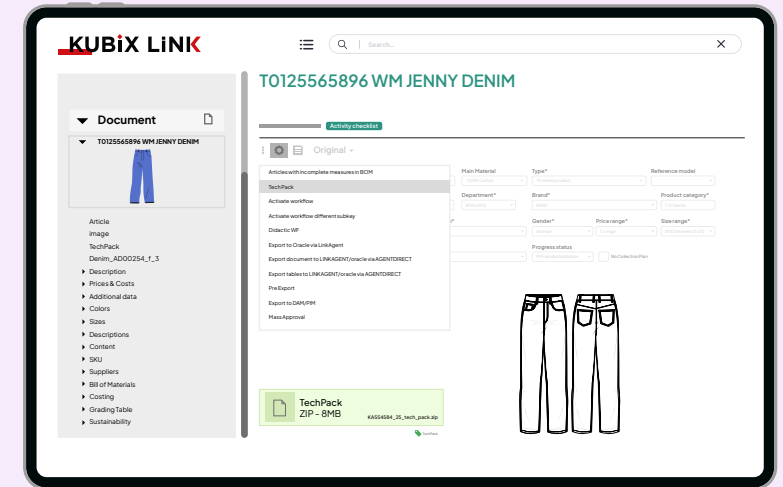
Enable smarter decisions with complete, accurate, and traceable product information.

Simplify compliance and reporting thanks to centralized, structured data ready for audits and fulfill sustainability requirements.

Your data is safe with Kubix Link



We protect your data by following rigorous security standards. Our system undergoes regular audits for security and data compliance, Kubix Link has been **SOC 2 Type II-certified by the AICPA**, ensuring confidentiality, integrity, and availability.



TOP FEATURES RANKED BY CUSTOMERS



Smart search and instant data access

Find reliable product information in seconds across the platform.

Centralized product, supplier and sustainability data

One unified hub ensuring complete, accurate, traceable information.

Advanced BOM library and material management tool

Avoid errors and ensure consistency with structured data entry.

Mass editing tool and bi-directional spreadsheet syncing

Update large datasets quickly while preserving data integrity.

Accelerate product launches to seize market opportunities first

The challenge

Slow workflows and outdated tools delay product launches, making it hard to keep pace with market trends and consumer demand.

The solution

Streamline workflows and automate routine tasks to launch collections with speed and confidence.

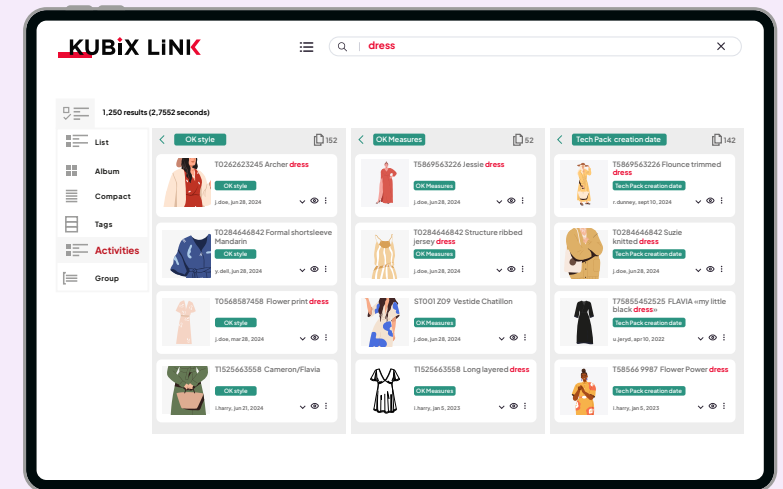
The benefits

Shorten time-to-market by removing bottlenecks and harmonizing workflows.

Capture new revenue opportunities with faster and more predictable launch cycles.

Improve productivity through automation of repetitive tasks and approvals.

React quickly to new consumer insights and fast-changing market conditions.



TOP FEATURES RANKED BY CUSTOMERS



Pre-configured fashion templates
Start faster with ready-to-use industry workflows.

Rapid cloud-based deployment
Go live quickly without infrastructure complexity.

Scalable, configuration-friendly architecture
Adapt processes easily as your teams' scope evolves.

Seamless CAD and ERP integrations
Connect tools instantly to remove manual steps.

Ensure transparency and regulatory compliance

The challenge

Lack of traceability and fragmented compliance processes increase risk and erode consumer trust.

The solution

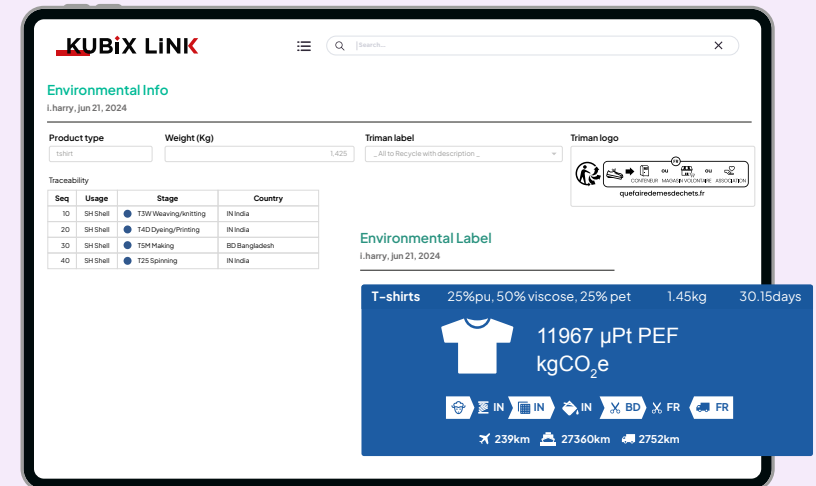
Track every step of the product journey and centralize compliance data to ensure full traceability.

The benefits

Strengthen regulatory compliance with structured, audit-ready sustainability and traceability data.

Build consumer trust through transparent product information across sourcing and production.

Reduce operational risk by identifying issues early and maintaining data consistency.



TOP FEATURES RANKED BY CUSTOMERS



Automated PEF and lifecycle impact calculator

Generate trusted environmental scores through Worldly and Ecobalyse integration.

End-to-end traceability monitoring

Track every product stage for full sourcing transparency.

Compliance ans certification management

Centralize audits, dcuments, and regulatory requirements in one place.

Real-time sustainability data integration

Retrieve MSI, LCIA, and material impact metrics instantly.

Scale your solution as your business evolves

The challenge

Legacy systems and closed architectures limit scalability, innovation, and integration with next-generation technologies.

The solution

Kubix Link's cloud native, open architecture enables seamless integration, scalability, and readiness for Industry 4.0.

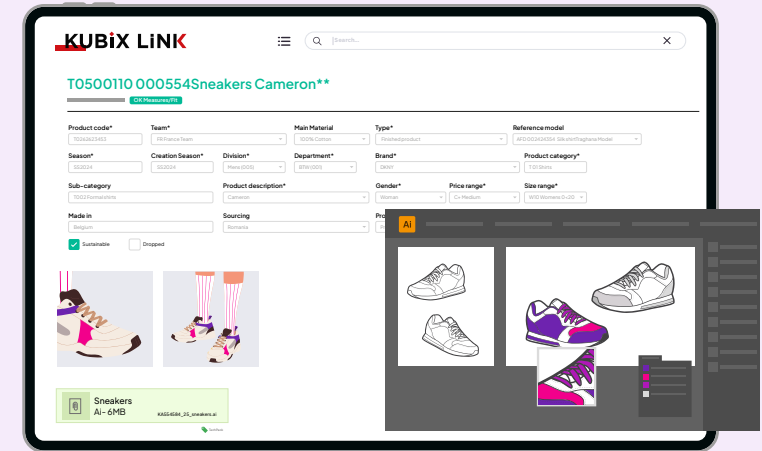
The benefits

Adopt new technologies effortlessly with an open, integration-ready ecosystem.

Scale operations smoothly as product lines, teams, or markets expand.

Boost performance and reliability thanks to a secure, high-availability cloud infrastructure.

Future-proof your digital stack with ongoing updates, AI tools, and next-gen capabilities.



TOP FEATURES RANKED BY CUSTOMERS



Fully cloud-based on Microsoft Azure with continuous, automatic updates

Stay up to date with a secure, high-availability cloud and seamless, interruption-free upgrades.

Native 2D/3D integrations (CLO3D, Adobe Illustrator and Photoshop)

Create faster, smoother design workflows with bi-directional syncing and real-time technical data exchange.

Integrated 3D viewer

Inspect 3D files in the platform, for example, show or hide parts, measure, and capture snapshots for quick reviews.

ERP integration and scalable architecture

Eliminate re-entry errors via direct ERP access and scale without service disruption as teams grow.

Customer Success: Maximizing the long-term value of your technology

Our Customer Success program ensures you continuously leverage Kubix Link. Through expert guidance, proactive support, tailored enablement, and seamless access to innovation, we help your teams stay efficient, confident, and fully aligned with your evolving business needs.

Training, support, and continuous innovation
to power your growth



Continuous expertise and enablement

Our specialists support your teams with ongoing training, personalized coaching, and best-practice guidance. This continuous enablement boosts user adoption, accelerates time-to-value, and ensures your organization develops the confidence and skills needed to **operate Kubix Link efficiently and independently**.

Proactive support and operational stability

We minimize risk and disruption through fast, reliable support and structured maintenance services. By proactively monitoring your solution, addressing issues before they escalate, and securing your configurations, we help **maintain high availability and protect your long-term investment**.

Seamless evolution and configuration flexibility

Kubix Link adapts as your business evolves. Our Customer Success experts provide safe, efficient configuration services and strategic recommendations, **ensuring your solution keeps pace with new processes, organizational growth, and shifting priorities**—without complexity or operational downtime.

Innovation delivered without disruption

You benefit from continuous innovation through automatic updates, new features, and evolving capabilities. Each improvement is delivered seamlessly and explained clearly, enabling your teams to **adopt new functionalities quickly and helping your organization stay ahead of technological and industry changes**.

They have brought their collections to market faster, with complete control.

For fashion brands, retailers, and manufacturers, Kubix Link centralizes data and collaboration—accelerating the journey from concept to market with clarity, confidence, and control.

Join **350+** fashion brands on the path to scalable success.



KUBIX LINK: TRIED, TESTED AND PROVEN BY OUR CUSTOMERS

80% time saved on technical design communication

Zumba reduced 80% of its time spent on communicating about technical designs.

15% increase in decision-making speed

Rossignol saved 15% of its time in decision-making by eliminating data inconsistencies.

+50% faster product sheet creation

Fremaux-Delorme accelerated its product sheet creation process by more than 50%.

5% increase in delivery rates

IKKS sped up its delivery rates by 5%, improving overall supply-chain performance.

BEYOND SOFTWARE: THE KUBIX LINK USER COMMUNITY

Choosing Kubix Link also means choosing its people. Kubix Link gives you access to a deep knowledge pool of the fashion industry and technology.

Its vibrant community of users, partners and customer success specialists fosters collaboration and continuous innovation. Each year, Lectra hosts the LinkUp Summit, a global event bringing together users, experts, and partners to share insights, product updates, use cases and best practices.

It's time to elevate collaboration in fashion

From design to retail, Kubix Link elevates collaboration by connecting teams, aligning processes, and centralizing product data —bringing you the clarity and speed required to stay ahead.

Your next level of efficiency starts here.

GET A DEMO →



LECTRA

We pioneer. You lead.

For more information, please visit lectra.com

