LECTRA

PRESS RELEASE

Lectra's Observatory newest white paper explores the transformative impact of AI on the fashion industry

AI, data, and connected workflows are reshaping how fashion creates, manufactures, and markets

Paris, 22 September 2026 – **The Lectra Observatory, which explores innovation and change in the fashion, furniture and automotive markets, has published a new white paper entitled "*The intelligence edge is here.*" It examines how a sudden leap in artificial intelligence maturity and adoption is transforming the fashion industry, creating unprecedented opportunities for brands to reimagine product creation, manufacturing, marketing, traceability and collaboration.**

Artificial intelligence has rapidly evolved from an emerging technology into a transformative force that is reshaping industries around the world. The latest generation of AI systems is capable of supporting far more than isolated tasks. Connected to enterprise data and business processes, AI can help fashion companies enhance decision-making, automate complex workflows, improve collaboration across teams and unlock new levels of productivity. At the same time, the effectiveness of AI depends on the quality and accessibility of the information it can leverage.

"*Our long-standing expertise in AI and Fashion, combined with our unique visibility across the global fashion ecosystem, places us in a privileged position to understand how today's AI is revolutionizing the industry. Through the Lectra Observatory, we bring together leading industry voices to explore the opportunities AI creates across the entire product journey. This white paper reflects a shared conviction: the companies that successfully combine AI with trusted data, deep industry expertise, and connected workflows will be best positioned to accelerate innovation, improve decision-making, and build lasting competitive advantage in an increasingly complex market,*" explains **Maria Modroño, Chief Marketing and Communications Officer at Lectra.**

Contribution of experts from the fashion industry

In this white paper, the Lectra Observatory appealed to a wide array of experts from across the fashion ecosystem, including **Ilaria Del Gaudio**, Marketing & Communication Senior Manager at KIKO Milano; **Caterina Ticchio**, Head of Merchandising & Planning at C.P. Company; **Nicolas Griffioen**, former New Technology & AI Lead at G-STAR RAW and independent AI consultant; **Ben Hanson**, Editor-in-Chief of The Interline; **Maximilien Abadie**, Deputy CEO of Lectra; **Thierry Caye**, Chief Technology Officer of Lectra; **Nicolas Favreau**, Vice President of Offer Strategy at Lectra; and **Arnaud Roy**, Chief Strategy Officer at Launchmetrics, a Lectra company.

This white paper is the fifth dedicated to the fashion industry, including The Challenges of Product Development in the Fashion Industry, and Sustainable Fashion. All Lectra Observatory white papers are available here.

To read our latest white paper dedicated to the impact of AI on the fashion industry, click here.

Get a glimpse into the five key areas explored in the white paper

1. Create with AIAI is transforming product creation by helping brands identify emerging trends, streamline design processes, accelerate development cycles and improve collaboration between creative and technical teams. Connected to market intelligence and product data, AI enables more informed decisions from the earliest stages of product development.

2. Manufacture with AI

From material optimization to production planning and supply chain visibility, AI is helping manufacturers improve efficiency, reduce waste and shorten lead times. Connected production systems also provide the data necessary for more intelligent and responsive operations.

3. Market with AI

AI helps brands better understand consumers, optimize marketing performance and democratize access to insights across organizations.

4. Traceability with AI

As sustainability requirements continue to expand, AI can help fashion companies gain deeper visibility into supply chains, verify compliance, monitor environmental impacts and make more informed sourcing decisions.

5. Collaborate with AI

By connecting teams through shared data and intelligent tools, AI enables faster, more aligned and more effective decision-making.

About Lectra

Lectra sparks customer transformation.

The Group offers solutions that combine software, cutting equipment, data, and services, leveraging advanced technologies, particularly agentic artificial intelligence. By blending deep sector expertise with industrial intelligence, Lectra helps players in the fashion, automotive, and furniture industries rethink their operations.

In fashion, Lectra supports product development, manufacturing, and marketing, while strengthening collaboration and product traceability. In automotive and furniture, the Group brings its know-how to optimize production processes.

Founded in 1973, the Group is present in more than one hundred countries. Lectra's 2,800 employees are driven by three core values: being open-minded thinkers, trusted partners and passionate innovators. They all share the same commitment to sustainability, which is one of the pillars of Lectra's strategy to ensure its sustainable growth and that of its customers.

Listed on Euronext, Lectra reported revenues of €507 million in 2025, including €89 million in SaaS revenues.

For more information, visit lectra.com.

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