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Contact – Lectra Headquarters: Nathalie Gerbal

Email: [n.gerbal@lectra.com](mailto:n.gerbal@lectra.com)

Tel: +33 (0)1 53 64 42 37 – Fax: +33 (0)1 53 64 43 40

***After its launch at CISMA (September, 2007),  
Lectra showcased its new Kaledo solution for designers  
during its successful road show in Hong Kong and South Korea***

Paris, December 7, 2007 – Lectra, the world leader in integrated technology solutions dedicated to the soft goods industries, showcased its new *Kaledo* range during its “*Transform Design, Transform Business*” road show event organized in Hong Kong and South Korea in November.

During this road show, many customers from the Asia-Pacific region were able to discover the full range of Lectra’s latest offering dedicated to the fashion industry’s design teams. The road show also provided guests with a round table focusing on customers’ needs. The participants, including Liz Claiborne, HK Disneyland, VF Asia, Wolf Lingerie, Youngone,... discovered how *Kaledo* can actively help clients to produce more designs and validate collections faster, how to improve the communication flow between designers and everyone involved in product development and how to ensure significantly faster product development cycles.

**Kaledo: 30 years of Lectra expertise applied to Design**

The new *Kaledo* offer is the result of Lectra’s experience acquired over the past 30 years. It will gradually replace its legacy solutions: *Prima Vision* and *U4ia* design solutions.

The *Kaledo* range includes the *Kaledo Collection* application for designing collections along with *Kaledo Print*, *Kaledo Knit* and *Kaledo Weave*, the textile applications for creating original prints, knits and yarn-dyed woven fabrics.



*“In a competitive environment, our clients need to strengthen their brand image and increase their ability to innovate”, emphasized Robert Agnes, President of Lectra Asia-Pacific. “Thirty of our best engineers and technicians and over 10 million euros have been devoted to developing the new Kaledo range over the past six years. By making design easier and integrating it into the product life cycle very early on, we allow our clients to take a great step forward in speeding up their collection development and strengthening their competitiveness.”*

**Creativity above all**

*Kaledo* offers designers an increasing intuitive work environment where all the data they need are readily accessible. With *Kaledo Collection*, *Kaledo Print*, *Kaledo Knit* and *Kaledo Weave*, they can present, test, change and develop a large number of styles and easily create a wide variety of fabrics and colorways. Ultra-realistic simulations allow designers to express their creative ideas. This user-friendly range of design applications takes technical data into account, simplifying production series and allowing product lines to be developed very quickly.

## Truly revolutionary, Kaledo Collection combines creation with communication

*Kaledo Collection* allows designers to save time and actually structure their collections, so guaranteeing much faster fine-tuning.

*"Fashion designers spend disproportionate amount of time in non-design related and highly repetitive tasks. At Lectra, we believe that we have found a creative way to streamline the entire design process allowing designers to concentrate on their main mission: create innovative designs"*, said Robert Agnes.



With *Kaledo Collection*, all designs, along with combinations of styles, components and materials, are automatically saved. Afterwards, any changes to that style, color or material are immediately reflected throughout the collection.

*Kaledo Collection* allows data sharing in real time with all the design teams and those responsible for development. Information is sent directly, avoiding any re-entry or poor interpretation and making the whole development process faster.

For more information about *Kaledo*, please visit our website: <http://www.lectra.com/design/>

### About Lectra

Lectra is the world leader in integrated technology solutions that automate, streamline and accelerate product design, development and manufacturing processes for the soft goods industries. Lectra develops the most advanced specialized software, cutting systems, and provides associated services to a broad array of markets including fashion (apparel, accessories, footwear), automotive (car seats and interiors, airbags), aeronautical, marine and furniture. Lectra serves more than 17,000 customers in over 100 countries with 1500 employees and \$272 million in 2006 revenues. Lectra is listed on the Euronext Paris stock exchange.

For more information, please visit [www.lectra.com](http://www.lectra.com)