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## **Lectra holds Fashion Seminar in Bordeaux**

***Lectra presents its vision of the future of fashion to brands from around the world***

**Paris, December 10, 2013** – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—fabrics, leather, technical textiles and composite materials—recently hosted its Lectra Fashion Seminar in Bordeaux-Cestas (France).

The event brought together 89 delegates from 56 fashion and apparel brands from around the world at Lectra’s International Advanced Technology & Conference Center. The seminar focused on how businesses can optimize the end-to-end collection development process to streamline the supply chain and increase competitiveness.



The two-day event provided an overview of Lectra’s comprehensive fashion and apparel offer, which fully integrates each stage of collection development, from design to product development to the cutting room, and gave attendees the opportunity to exchange with fellow industry professionals and Lectra’s experts about best practices.

“The event gave us the opportunity to discover, or rediscover, how Lectra’s technology and expertise can contribute to increased competitiveness and success,” said Jay Lai Fat Fur of Compagnie Mauricienne de Textile. “This event confirmed that our two companies share the same vision.”

Daniel Harari, Lectra CEO, kicked off the event with insights into the current state of the market and projected evolutions. Emphasis was placed on the growing need for companies to assess the relevance of their business models in a reset economy and to meet growing demand for innovation from increasingly sophisticated consumers across the world. Special focus was placed on China’s evolving role in the future of the fashion industry.

“Lectra shows a high level of professionalism and understanding about what is to come for fashion companies. Daniel Harari’s presentation on market evolutions and the Lectra 3.0 strategy was very insightful. His remarks on China and the changes our industry needs to be prepared for were particularly relevant,” said Walter Wählt, head of CAD and cut planning at Hugo Boss.

In the afternoon, participants were treated to a more in-depth look at Lectra’s solutions for design, product development and pre-production. The focus was on adding value for customers through a fully integrated offer, supported by consulting and training based on Lectra’s 40 years of fashion expertise.

“We are a manufacturing company and have just purchased a new cutting solution from Lectra. It is interesting to know about Lectra’s solutions for design because in the future we will certainly work with our customers on collection design,” said Calvin Ngan, managing director of Golden Crown Enterprise, Hong Kong. “It is important for us that Lectra is not only a software and equipment company; it is a company that fully understands our business and builds its technology around this knowledge.”

Customers were also given a demonstration of Lectra's lean cutting room, developed to support operational excellence at the production stage. A visit of the technology campus rounded out the event and gave participants an insight into the workings of Lectra.

"The event gave me an insight into how Lectra is run and managed, which is very useful when you are choosing a solution. You don't just want to see how it performs, but also the sort of people you are going to work with and what their philosophy is for future development," said Ryan Genz, CEO of Cute Circuit, United Kingdom.

"The changes needed to succeed in the reset economy will not be limited to investing in new technology; they will require that companies invent their own future by rethinking the way they do business. Lectra will support its customers with sustainable value based on experience not only in fashion, but also in building new business models," said Daniel Harari, Lectra CEO.

### **About Lectra**

Lectra is the world leader in integrated technology solutions that automate, streamline and accelerate product design, development and manufacturing processes for industries using soft materials. Lectra develops the most advanced specialized software and cutting systems and provides associated services to a broad array of markets including fashion (apparel, accessories, footwear), automotive (car seats and interiors, airbags), furniture, as well as a wide variety of other market sectors, such as aeronautical and marine industries, wind power and personal protective equipment. Lectra serves 23,000 customers in more than 100 countries with 1,350 employees and \$256 million in 2012 revenues. The company is listed on NYSE Euronext.

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