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Lectra holds its 5th International Education Congress in London

This annual event showcases Lectra’s commitment to supporting education and provides a platform for fashion professionals and schools to share expertise

Paris, December 13, 2012 – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—textiles, leather, industrial fabrics, and composite materials—hosted its fifth education congress in London on November 13 and 14, 2012.

The 2012 Lectra Education Congress brought together 55 professors, education coordinators, department heads and directors from 26 fashion schools and universities from around the world. Institutions from 11 countries were represented at the event, with delegates coming from Brazil, Canada, China, France, Germany, India, Italy, the Netherlands, Poland, the United Kingdom and the United States. The event was held at Ravensbourne’s stunning campus at Greenwich Peninsular, in London.



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“We are delighted to have hosted the 2012 Lectra Education Congress. The event is a great way for Lectra’s Privilege partners to get together and share their views and expertise. Ultimately, students are the ones to benefit from what is discussed here,” said Dorota Watson, Subject Leader Fashion at Ravensbourne.

There was a strong focus on 3D prototyping and pattern-making at the congress, with varied contributions from Lectra customers and academic institutions. Discussions centered on the role of pattern makers and how Lectra’s solutions can complement their skills and enrich the design and product development process. “Pattern makers play a crucial role in fashion design. This role is complex in that it combines both technical and creative aspects. Reducing the amount of time-consuming tasks, they can concentrate on the pattern construction and volume that give character to clothes,” commented Maggie Stott, Senior Pattern Cutter at Warehouse and a lecturer at Ravensbourne.

Delegates from Amsterdam Fashion Institute (AMFI, Netherlands), ESMOD (France), Cegep Marie-Victorin (Canada) and North Carolina State University (United States) discussed how 3D virtual prototyping can be used by students for fitting and prototype validation, as well as design work, which improves the accuracy of the garment development process.

The National Institute of Fashion Technology (NIFT, India) also demonstrated the extent to which familiarity with the latest design and pattern-making technology is a true competitive advantage that enhances the employment prospects of students in India.

Delegates visited the Royal College of Art (RCA), where Clare Johnston, Head of RCA's Textiles Program, spoke to participants about how the nurturing of student innovation is one of the institution's core values. Lectra's Privilege partners were given a guided tour of RCA, where they observed the excellent mentoring the school provides and witnessed students working on their creations.

The congress also touched on the theme of style, with Ravensbourne's Iain Bromley and AMFI's Leslie Holden presenting a contrast between British and Dutch style, while Ellen Kirkhope from WGSN provided a glimpse of the future, with a look at the creative direction for the autumn/winter 2013/14 season.

"As a first-time delegate at a Lectra Education Congress, I liked the organization of the event and really appreciated the standard of debate. The exchanges that took place over the course of the conference were a source of ideas and inspiration to many of the delegates," said Hans de Foer, Postgraduate Design Program Director at Institut Français de la Mode (IFM, France).

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 \$287 million in 2011 revenues. The company is listed on NYSE Euronext.

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