

Lectra Launches the New Version of the Only Fashion-Specific PLM Solution on the Market: Lectra Fashion PLM V2R1

Paris, October 22, 2009 – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—textiles, leather, industrial fabrics and composite materials—, is pleased to announce the launch of Lectra Fashion PLM V2R1, the latest version of its state-of-the-art product lifecycle management solution for the fashion industry.

The ultimate synergy for fashion professionals

“In these tough times, bringing the right product to market at the right time is crucial to staying ahead of the field. Now is the moment for companies the world over to re-assess their business priorities and processes,” said Daniel Harari, Lectra CEO. “An integrated software application with associated process-oriented services developed and delivered by industry experts, Lectra Fashion PLM supports fashion companies as they seek to deliver high-quality, cost-effective and on-trend collections in a timely manner, season after season.”



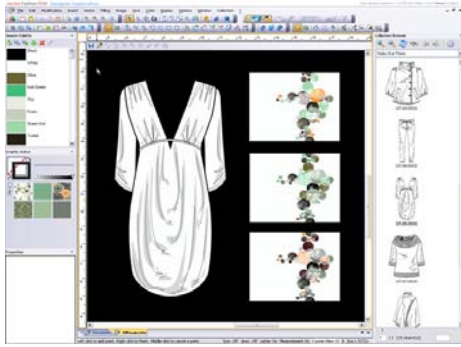
Lectra Fashion PLM V2R1 is a unique modular and scalable solution, tailored specifically to the needs of the fashion industry, with in-built best practices developed throughout Lectra’s years of work with the biggest names in fashion. “With its solution for streamlining the complex business of collection management, Lectra is the ideal technology partner for fashion companies looking to enhance their productivity and their competitiveness,” said Mario Boselli, President of the **Camera Nazionale della Moda Italiana** (National Chamber of Italian Fashion, CNMI).

This process-oriented offer incorporates tools for all the activities and processes involved in the business of bringing a collection to market. Lectra Fashion PLM V2R1 includes modules for line planning, scheduling, costing, sourcing and performance monitoring, created with strategic decision makers in mind, and also process-based applications for fashion design, technical specifications, pattern-making, 3D prototyping and sample development. This fully modular and adaptable offer fulfills the needs of brands, retailers and garment manufacturers of all types and sizes.

A major breakthrough in PLM technology

Lectra Fashion PLM V2R1 takes a huge leap forward by integrating fashion design tools and product development functions with end-to-end collection management features. Going further than any other PLM solution on the market, the V2R1 brings contributors together around “one version of the truth.” Users can share season palettes, pattern design data, and measurements charts across the entire range of Lectra Fashion PLM applications, thus securing data and eliminating the risk of errors. Having a single information center saves time on data entry, facilitates communication, and helps maintain quality standards.

Prominent Europe, for example, specializes in men’s shirts and formal wear and has recently expanded into casual wear and women’s wear. The UK-based company produces approximately 17 million garments a year and manages up to 2,000 customer contracts. It was looking for an international system to work across different languages, maintain its exemplary delivery record, and move the business towards an “at once” manufacturing system. “Lectra Fashion PLM V2R1 will allow us to speed up our processes,” said Nigel Lugg, Chief Executive of **Prominent Europe**. “It will link our three European offices in Spain, France and the UK, and will allow us to collaborate directly with six key Asian hubs: India, Shanghai, Hong Kong, Vietnam, Bangladesh and Thailand. Lectra’s key strength is its high degree of fashion experience, which links into a global business network.”



Enhanced workflow management features within Lectra Fashion PLM V2R1 guarantee optimal planning and control of product lifecycle processes, activities and deliverables for both users and managers. Product development status and workflow management milestones are synchronized, and workflow management follows product development progress—not the reverse. This flexible workflow system, unique among PLM solutions, now enables each fashion company to adapt the order of tasks and progress flowcharts to their individual working methods, making it easy and comfortable to use.

Ease collaboration to enhance competitive advantage

Lectra Fashion PLM V2R1 offers fashion professionals a shared information space with a number of features that facilitate close collaboration within and between teams. Improved notification features ensure that key participants in the collection development process are kept up to date regarding changes made along the value chain. An innovative mark-up tool provides creative and technical teams alike with powerful tools for visual communication, enabling users to “grab” designs of all kinds and annotate them for modifications. Also included in V2R1 is a plug-in option to save and classify sketches directly from Adobe® Illustrator® CS3/4 directly into Lectra Fashion PLM. These sketches are then not only shared throughout the design and development process but can also be modified, filled with colors and fabrics and used to create boards and other communication tools. Easy and efficient collaboration speeds up the accurate exchange of ideas, eliminates the risk of error, and freeing up time for creative work.

“At Une Nana Cool, it is very important for us to continually propose attractive concepts and designs—we aim to encourage young women to enjoy simple, fashionable, high-quality lingerie, the way they enjoy choosing outer garments,” said Akiyuki Ueno, President of **Une Nana Cool**, a subsidiary of Wacoal, worldwide lingerie leader headquartered in Kyoto, Japan. “Up until now, our designers have spent half of their time on operational tasks and on coordination with other team members. With Lectra Fashion PLM V2R1, our designers will be able to spend more time on creative tasks such as concept development and design—this will really strengthen our competitive advantage.”

Revolutionizing PLM: modular and scalable software and services

For customers looking for a speedy return on investment, Lectra Fashion PLM V2R1 can be implemented with Lectra’s new Easy Start approach. This offers pre-configured contributor roles such as designer, product specifications developer, pattern maker, quality controller, sourcer, product manager/merchandiser. Users are quickly operational and efficient thanks to pre-defined user rights and requirements and role-specific training. As the solution is totally scalable, a project that begins with an Easy Start implementation can easily grow and become personalized for the user company and their specific needs. This flexible system allows fashion companies to integrate their own best practices into the system and adapt it to their methods. Change management is thus accelerated and users are quickly at ease with the system.

In order to provide the best possible support for their customers, Lectra’s fashion PLM experts offer rigorous assessments of company processes, carried out within a specialized pre-study—fundamental to successful implementation. Fashion is Lectra’s industry experts’ vocation; they are committed to getting to know their customers’ businesses by working with their teams to conduct thorough evaluations of working methods, processes, needs and challenges. Lectra also offers customers a value assessment that takes the quantitative evaluation even further, using a methodology that provides a framework in which to establish the likely value of a Lectra Fashion PLM implementation, along with the return on investment the customer can expect. As part of Lectra’s continuing commitment to customer care, both PLM software and services are entirely tailored to meet the needs of the fashion industry and the needs of each individual customer to ensure that every Lectra Fashion PLM project is a perfect fit.

“We have been impressed by the service received from Lectra. The attitude of their team is always positive and we have really felt supported in our implementation of this advanced technology. Lectra’s fashion experts really know our sector and understand our challenges. When our processes change and develop, we will be able to capitalize on their experience and knowledge of best practices,” said Vincenzo Gamberale, Global IT Coordinator, **Arena Group**, leading-edge Italian waterwear producer.

For more information on Lectra Fashion PLM, visit: www.lectra.com/en/fashion_plm

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), and furniture, as well as a wide variety of other market sectors, such as the aeronautical and marine industries, wind power, and personal protective equipment. Lectra serves 23,000 customers in more than 100 countries with 1,500 employees and \$292 million in 2008 revenues. The company is listed on Euronext Paris.

For more information, please visit www.lectra.com

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