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Lectra Fashion PLM Continues to Evolve to Industry Needs

Lectra Fashion PLM V3R2 encourages collaboration with a visual, ergonomic and dynamic interface for improved product lifecycle management

Paris, March 26, 2013 – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—fabrics, leather, technical textiles and composite materials—is pleased to announce the release of Lectra Fashion PLM V3R2.

“In a complex and changing fashion environment, team alignment is critical to supporting business growth strategies such as adding new product lines or brands, expanding into new geographies or adding sourcing options such as near-shoring,” comments Daniel Harari, Lectra CEO.

To meet these challenges, the latest version of Lectra Fashion PLM helps fashion teams work collaboratively and efficiently in a fashion-friendly environment. By federating design, development and sourcing, companies can make quick and informed decisions at any time from concept to production facilitating both flexibility and team alignment.

New features for searching and information sharing

Managers, designers, product developers and buyers all need to share product development information in order to stay on track and get products to market on time—but working together effectively is just as important as reliable information.

“It is very important that the entire apparel product lifecycle process be solid before implementing technology. It is equally as important that there be buy-in from all teams, all levels, including design. The new solution must be sticky,” advises Anastasia Charbin, Fashion Marketing Director, Lectra. “Coupled with industry best-practices, the latest release of Lectra Fashion PLM meets these requirements.”

One of the most critical functions is to find necessary information in a fast and visual way. “We have overhauled this process based on feedback from our user community so that a fashion-friendly search for a single product reference (SKU), groups of similar products, similar fabrications or an entire product line is possible with different ways to refine results. Managers and users can design and save their own search criteria and view information as it is useful to them,” Anastasia Charbin concludes.

Product development teams also now benefit from a unique shared access when building a Bill of Material (BoM) to improve team collaboration and thus productivity. In addition to saving precious time and increasing on time delivery, Lectra has enhanced access options so that different teams may update information in different ways concurrently. Waiting time is decreased while the quality of information is improved, thus speeding decision-making and time to market.



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.

For more information, please visit www.lectra.com