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Lectra announces Lectra Fashion PLM V3

Building on a history of innovation, Lectra Fashion PLM gives fashion companies control over collection development to facilitate long-term growth

Paris, June 14, 2012 – 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 new release of Lectra Fashion PLM.

Lectra Fashion PLM was developed to give companies the visibility to make strategic business decisions and the in-depth value chain control to carry them out quickly.

“Lectra entered the fashion market over forty years ago. Since then, we have continuously supported our customers as they create and maintain brand value,” explains Daniel Harari, Lectra CEO, “We understand the complexity of both daily management and operational change in the apparel industry. Four decades of observation and exchange have shaped Lectra Fashion PLM into a powerful solution for decision making that gives the power of choice back to those who need it most.”

The fashion industry today presents a paradox for companies: respond to consumer demands for innovative, authentic products at a blistering fast-fashion pace.

This new version of Lectra Fashion PLM brings together teams by natively integrating fashion and textile design and product development into the development cycle to link product-level detail with high-level collection information. This gives fashion companies complete control over operations so that they can continuously anticipate and respond to consumer demands down to color, size, style, and fit per distribution channel, while at the same time making supply-side decisions and reacting quickly and intelligently to fluctuations in areas such as the price of raw materials or world economic conditions.

Lectra Fashion PLM answers the need for fashion companies to be closer to their consumers by allowing them to accurately define and track product offers during the stages of design, product development, and production. A newly-enhanced workflow emphasizes user-friendly reporting and dashboard tools that allow managers to build a higher performing organization by giving them global visibility and control over the collection development process.

“Lectra Fashion PLM benefits from our own strong industry heritage to give companies the power to monitor, measure, and improve business performance and profitability,” explains Anastasia Charbin, Marketing Director, Fashion. “Fully configurable to reflect different business structures, Lectra Fashion PLM channels agility into the development process for a strong product offer that speaks to end consumers and supports a company’s growth.”



The need for flexibility from concept to production is more important than ever and demands an acute understanding of the development process. Collection process evaluation and project management from first concept to finished product are important components of Lectra Fashion PLM. The end goal is not simply a technology implementation, but to help fashion companies make smart decisions for organizational change and long-term business growth.

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.

For more information, please visit www.lectra.com