

Contact – Lectra Headquarters / Press Dept.: Nathalie Fournier-Christol  
Email: [n.fournier-christol@lectra.com](mailto:n.fournier-christol@lectra.com)  
Tel.: +33 (0)1 53 64 42 37 – Fax: +33 (0)1 53 64 43 40

## Imperial adopts Lectra Fashion PLM

### *The Italian fast fashion company chose Lectra Fashion PLM to support its global business strategy*

**Paris, February 18, 2014** – 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 that Imperial is implementing Lectra Fashion PLM to reinforce its position in the fast fashion market and support its worldwide business growth strategy.

Founded in Bologna, Italy, in 1978 by Adriano Aere and Emilia Giberti, Imperial provides menswear and womenswear to 4,000 customers across the world, including Italy, Europe and Asia. The company, which delivers 6 million pieces per year, decided to expand its activities in 2012 and invested in 80 multi-brand stores.



Imperial's challenge is to cope with increasing activities, while continuing to deliver up-to-date quality collections on time. "With the company growing at a very fast pace, we need to be able to master the end-to-end development process," says Adriano Aere, Imperial Founder and President. "As consumers demand more and more variety and newness, we also need to become faster and produce more," he adds.

The fast fashion brand decided to integrate Lectra Fashion PLM to speed development while better connecting teams involved in the collection process, from design to final product. "Embedding our technical data into Lectra Fashion PLM will help us share information about styles or technical specifications better and faster," says Adriano Aere. Because Imperial is based on a mass market business model, building collaboration between creative and technical teams is imperative. Lectra Fashion PLM will ease day-to-day work and streamline the development process.

Imperial's plan is to go one step further and share pre-production and production data by opening its Lectra Fashion PLM to material or service suppliers via a web platform.

Lectra's on-going support and fashion expertise, in addition to the long-term relationship between the two partners, made the difference. "Over the past 18 years, we have built a trusted partnership with Lectra. We believe that Lectra, as a strategic partner, will continue to support our global strategy with the PLM solution they are developing for the fashion industry," explains Adriano Aere.

#### **About Imperial**

Imperial is an Italian company founded in 1978. First specialized in menswear and womenswear, the ready-to-wear brand has expanded its activities to include retail in 2012. Imperial S.p.A increased its turnover with €119 million in 2012 revenue.

For more information, please visit [www.imperialfashion.com](http://www.imperialfashion.com)

**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 1,400 employees and \$270 million in 2013 revenues. The company is listed on NYSE Euronext.

For more information, please visit [www.lectra.com](http://www.lectra.com)