

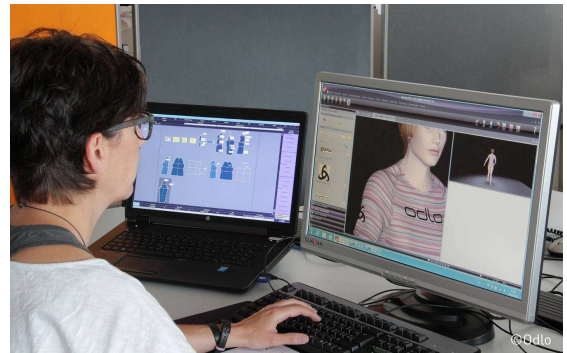
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Odlo adopts Lectra Modaris® 3D

***The Swiss sportswear company with Norwegian roots
chooses Lectra's 3D product development solution
to support its strategy for business growth***

Paris, July 15, 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 Odlo is implementing Lectra Modaris® 3D to support its business growth in the sportswear market.

Established in 1946 in Norway, and a Swiss company since 1986, Odlo is the European leader in sports underwear and is known for their technological innovation in this field. In addition to their technical sports underwear collection, Odlo produce specialized clothing for running, cycling, cross-country and outdoor wear for adults and children. They produce two collections per year in each category and are present in 20 markets.



Odlo's goal is to increase their market share in the sports outerwear market by developing versatile sportswear to the same standard as their underwear, but that can be worn as fashion items. "We want to be perceived not only as a sports underwear brand, but also as a supplier of fashionable sports outerwear," declares Ulrike Froitzheim, Head of Quality Management and 3D Project Manager.

Odlo's challenge is to maintain their reputation for comfort, quality and performance while delivering more fashionable collections at a faster pace. Working with technical materials and sport-specific fit presents unique challenges that Odlo also has to consider. "The unique fit requirements of a sports garment need to be respected, as well as demands for sun protection, breathability, elasticity, and resistance to water and wind," explains Ulrike Froitzheim. "The pattern for a pair of bike shorts, for example, is designed specifically to support the athlete in a seated position."

Lectra Modaris 3D's ability to respond to unique fabric and fit challenges made it a natural choice for Odlo. Styles are visible onscreen and modifications can be done immediately and shared visually, contributing to better communication between different teams, including design, product development, product marketing, management and sales. "Not everyone can interpret 2D sketches in order to understand the final product; 3D gives us a way to visualize the product," says Ulrike Froitzheim. "Better communication and better understanding will help us make better decisions."

Pattern complexity and special fabrics make sportswear prototypes very expensive. Odlo hopes to cut development costs and lead-time by reducing the number of prototypes they produce. Improved product visualization before physical prototypes are available will also help Odlo make earlier, more accurate estimations. "We have to reduce our development time and make better decisions, and earlier. So we decided to start a 3D project," adds Ulrike Froitzheim.

"Our motto is 'one step ahead'. In our opinion, Lectra is one step ahead with their 3D solution and will support us to achieve our goals, once we integrate 3D into our development process," concludes Ulrike Froitzheim.

About Odlo

Odlo is the inventor and European market leader of functional sports underwear as well as a technological pioneer in functional sportswear for cross-country skiing, running, biking and outdoor activities. The Norwegian premium brand is worn by people with a passion for sports all over the world as well as by successful athletes. The company has its global headquarters in Hünenberg/ZG, Switzerland, and is present in more than 20 markets.

For more information, please visit www.odlo.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

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