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**CISMA 2011, 27 to 30 September, Shanghai (China)**  
**Lectra: Hall E1, Booth A22**

## **Lectra presents Modaris® V7 and puts 3D technology at the heart of fashion development**

**Paris, September 27, 2011** – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—textiles, leather, industrial fabrics, and composite materials—is pleased to present Modaris® V7, the latest version of its apparel pattern-making and grading software solution, now with fully-integrated 3D prototyping technology developed by Lectra.

Present at CISMA from September 27 to 30, 2011, in Shanghai (China), Lectra combines the latest technology with fashion know-how to streamline apparel development.



“Modaris is currently the most widely used apparel pattern-making and grading software in the world. It is the standard among major French and Italian luxury brands but has also been readily adopted by different types of fashion and apparel companies around the globe,” said Daniel Harari, Lectra CEO. “A pioneer in the fashion industry for over 40 years, Lectra has invested in researching and developing a 3D virtual prototyping solution adapted to the world of fashion. Modaris V7 puts 3D technology at the heart of style development and helps fashion companies optimize the conception phase of their collections, essential to ensuring profitability and competitiveness,” said Daniel Harari, Lectra CEO.

Consistent fit is a key differentiator for brands competing to cement customer loyalty. Using 3D as a common language is a true alternative to manual prototyping for accelerating product development and improving fit. With Modaris V7, patterns can be drafted and then seen in 3D in a specific fabric right away. Any onscreen adjustments are then directly applied to the flat pattern. Modifications are visible in real time, in both flat and 3D modes. This interactive process significantly reduces prototyping costs and development time while giving companies the control and flexibility they need to make decisions as quickly as possible and stay ahead of the market. This is particularly impactful for companies that must closely regulate schedules and costs, while catering to consumers with diverse morphologies.

Modaris and its 3D Technology is so effective that early adopters report being able to reduce the number of physical samples by half or more. In some cases, this means producing just one prototype for each garment. Modaris is also valuable during the decision-making stage when companies are choosing whether a product goes into production.

Highly solicited by major Italian brands, the Italy-based pattern development company Prontomodel reported reducing the number of physical samples by 50% or more with Modaris. “This is so effective that we now only create one physical prototype of each garment because the pattern has been so perfected virtually,” said owner Massimiliano Trambaioli.

Modaris V7 combines the best of pattern-making, draping, and sampling all in one seamless digital process. A silhouette can be combined with fabrics, trims, colors, and logos to preview style and proportion in any size. This gives companies the ability to ensure a more accurate fit in all sizes and guarantee better overall product quality.

“Being able to show prototypes to buyers and designers before any samples are produced saves time and money, and together we can make right decisions early in the process,” explained Lotta Silow, pattern maker coordinating manager for the Swedish retail brand KappAhl.

### **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 \$252 million in 2010 revenues. The company is listed on NYSE Euronext.

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

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