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Lectra appoints Anastasia Charbin Marketing Director, Fashion

This nomination follows Lectra's recent announcement to accelerate growth and introduce major new products for the fashion industry over the next 18 months.

Paris, September, 1 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 announce the appointment of Anastasia (Stacey) Charbin as Marketing Director, Fashion.



“In the current post-crisis climate where positions can very quickly grow stronger or weaker, creativity and responsiveness combined with consistent quality have become key differentiators for fashion companies. They now face numerous challenges: shortening and controlling the development cycle, protecting design integrity and assuring product quality, and overseeing the smooth transfer of production to emerging countries. Fashion companies need improved teamwork and process flexibility. These are critical if they hope to take advantage of their own internal knowledge and work more effectively. This is why Lectra has a particularly ambitious future: we are constantly developing our fashion-specific technology offer. I have every confidence that Stacey will support Lectra in bringing improved solutions to our customers and to providing thought leadership to the industry as a whole,” said Daniel Harari, Lectra CEO.

“Caught between fluctuating costs and plummeting retail prices, now, more than ever, fashion companies need to control the development cycle and time-to-market which requires process re-alignment. Adjusting their business model requires reorganizing the supply chain from concept and textile design to development to production. This transformation can only occur if there is a strong fashion-technology backbone to support the change. And this foundation can only be put into place with in-depth industry know-how and best-practice expertise, which only Lectra is capable of providing,” explained Stacey Charbin. “I am delighted to be part of this process. A strong strategy for change will enable our customers to be even more competitive while keeping pace with consumer preferences and a changing market.”

Since joining Lectra in May 2008 as Head of Design Solutions, Stacey has led the launch of Kaledo[®] V2—Lectra’s collaborative textile and fashion design software platform—and, in close collaboration with Lectra’s North American customers and Research & Development teams, has developed an offer ideally suited to fashion and retail-specific functions.

Based in Paris, Stacey Charbin reports directly to Daniel Harari.

With more than fifteen years’ experience in the United States, Canada, and France, Stacey has worked in fashion and fashion technology for companies like Gerber Technology, Karat Software, Cross Creek Apparel, and Perigee Software. She has a Master of Textiles and Apparel Management from North Carolina State University, as well as two Bachelor of Science degrees (Business Administration & Apparel Design) from the University of Delaware.

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 \$190 million in 2010 revenues. The company is listed on NYSE Euronext.

For more information, please visit www.lectra.com

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