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Lectra Appoints Shane Cumming as Vice President of Sales, Fashion for North America

Shane Cumming's deep understanding of fashion in North America will help Lectra's customers to develop their strategy

Paris, May 28, 2013 – 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 the appointment of Shane Cumming as vice president of sales, fashion for North America. Based in New York, he reports to Roy Shurling, president of Lectra North America.

Shane Cumming is responsible for strengthening Lectra's relationships with its fashion customers in North America. He will also provide them with long-term support in overcoming their challenges, and help them develop their strategies for the future. "As a fashion technology expert, Lectra is in a unique position to bring a significant competitive advantage to its customers. The breadth of our offer dedicated to the fashion industry, coupled with our 40-year history of meeting fashion business needs through advanced technology, drives this value creation," said Roy Shurling. "Shane's deep understanding of fashion customers' needs will help them evolve as brands."



"As the North American fashion market continues to undergo a recovery, consumers are becoming increasingly sophisticated. They now make their purchasing decisions based on more than just price alone—they look to quality and fit, how the clothes make them feel, as key differentiating factors. Time-to-consumer, cost and efficiency will remain major drivers for fashion companies in the coming years, but they will now need to go further and put an emphasis on improving these qualitative aspects," commented Daniel Harari, Lectra CEO.

"Lectra's innovative technology, especially its 3D virtual prototyping solution, allows fashion companies to reduce cycle time and cost, dramatically improving efficiency; and enhance the control of quality and fit. Its fashion-specific PLM platform facilitates quick and effective decision-making, as everyone involved in the process has real-time information, communicated in a visual way. Collaboration is Lectra's focus as we work with leading fashion companies to help them bring collections to market," added Shane Cumming.

Shane Cumming has 20 years' experience in leading account management and sales teams to deliver enterprise solutions for the fashion industry. Prior to joining Lectra, he spent 10 years at Infor (formerly Lawson Software and Intentia), progressing through product and regional sales management positions, most recently serving as vice president of fashion sales for North America. He holds a Bachelor of Commerce degree from Queen's University in Canada.

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 \$256 million in 2012 revenues. The company is listed on NYSE Euronext.

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