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## **OVS adopts Lectra Fashion PLM**

### ***Leading Italian fast fashion retailer revamps its information systems with Lectra’s product and collection lifecycle management solution***

**Paris, March 7, 2017** – Lectra, the world leader in integrated technology solutions dedicated to industries using fabrics, leather, technical textiles and composite materials, is pleased to announce that OVS, Italy’s leading fashion retail group for menswear, womenswear and childrenswear, has chosen Lectra Fashion PLM to restructure their entire product development process.



Founded in 1972, OVS has a vertically-integrated retail business model which relies on a strong design sensibility

and a unique sourcing strategy based on the key geographical locations of its external suppliers. Today, OVS has a proven track record of success, with more than 1400 stores in Italy and around the world.

OVS will implement Lectra Fashion PLM in their entire design-to-sourcing process. The user-friendly solution will integrate all data and processes that the entire product and collection lifecycle entails into one streamlined and cohesive data management system. This collaborative platform will simultaneously serve to connect all teams together from different geographic locations. Team members will hence be able to share and work from one single version of the truth and communicate in real time. As a result of vastly improved teamwork, errors and overlapping tasks will be avoided, improving speed to market.

“OVS’ history and climb to success show that it is an ambitious and forward-looking company. Given OVS’ leadership in its sector and its worldwide success, we are excited to embark on this PLM journey with them,” concludes Céline Choussy Bedouet, Chief Marketing and Communications Officer, Lectra.

#### **About OVS**

OVS S.p.A. is a leader in Italy in fashion retail for women, men and children, with a market share of 7.37%. The company is present on the market with OVS and Upim brands, and counts over 1400 stores in Italy and abroad. Listed on Borsa Italiana since March 2015, OVS reported net sales of 1.3 billion euros in 2015.

#### **About Lectra**

Lectra is the world leader in integrated technology solutions (software, automated cutting equipment, and associated services) specifically designed for industries using fabrics, leather, technical textiles, and composite materials to manufacture their products. It serves major world markets: fashion and apparel, automotive, and furniture as well as a broad array of other industries. Lectra’s solutions, specific to each market, enable customers to automate and optimize product design, development, and manufacturing. With more than 1,550 employees, Lectra has developed privileged relationships with prestigious customers in more than 100 countries, contributing to their operational excellence. Lectra registered revenues of \$288 million in 2016 and is listed on Euronext.

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