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Zamasport chooses Lectra Fashion PLM

Italian apparel manufacturing company strengthens partnership with Lectra by adopting its product and collection lifecycle management solution

Paris, April 7, 2016 – Lectra, the world leader in integrated technology solutions dedicated to industries using fabrics, leather, technical textiles and composite materials, is pleased to announce that Italian apparel manufacturing company Zamasport has chosen Lectra Fashion PLM to improve its product development processes for luxury brand collections.

Founded in 1966, Zamasport has built a sturdy reputation for its expertise in developing entire collections of the high-end range, from creating the first prototype of a garment up to its production. Initially designing and distributing knitwear through its brand Callaghan, the company eventually branched out into manufacturing, becoming a crowd favorite among luxury brands. Today, the company develops more than twenty collections per year for premium brands. Due to its success and globalization, Zamasport finds itself facing demands for higher-volume orders to be delivered on time while maintaining high quality standards.

“We are a very dynamic company and our top priority right now is to gain momentum and flexibility in order to fulfill our clients’ demands. Simulating product development cost estimates in advance will save us a huge amount of time. To do so, we need a comprehensive system where accurate information from different divisions can be aggregated and shared. We have been a Lectra customer for over twenty years, so Lectra Fashion PLM came naturally as the first choice to us. We have experienced firsthand the effectiveness of Lectra’s design, marker-making and automated cutting solutions and in-depth expertise, which gave us the perfect fit and quality of our garments. This drew customers to us in the first place. We are happy to work with a trustworthy and reliable partner such as Lectra,” says Amedeo Cioffi, General Manager Zamasport.

Zamasport will implement Lectra Fashion PLM in their product and collection development process. Specifically made for the fashion industry, this user-friendly solution will serve as a collaborative platform for all teams involved in the design-to-production process. The teams will be able to communicate and share accurate information in real time, enabling them to hasten their decision-making process. As a result, fabric waste, overlapping tasks and errors will be avoided, dramatically reducing time to market.

“Zamasport is a world-class manufacturer catering to leading luxury brands. The professionalism of its staff is reflected in their desire to keep up with the evolving needs of its clientele. Given our longstanding partnership and level of mutual trust, we are excited to embark on this new chapter with Zamasport,” says Fabio Canali, Managing Director Lectra Italy.

About Zamasport

Zamasport was founded in 1966 as a subsidiary of Maglificio Augusto Zanetti, a family-owned company which produced undergarments until 1968. Callaghan was then established as a brand specializing in luxury fashion, working with well-known designers and fashion houses all over the world to deliver products of high quality and appeal. Today, Zamasport has become one of the top manufacturers in Italy, highly reputed for producing high quality and on-trend fashion collections for the luxury market, thanks to its strong focus on research and technology.

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 1,500 employees, Lectra has developed privileged relationships with prestigious customers in more than 100 countries, contributing to their operational excellence. Lectra registered revenues of \$264 million in 2015 and is listed on Euronext.

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