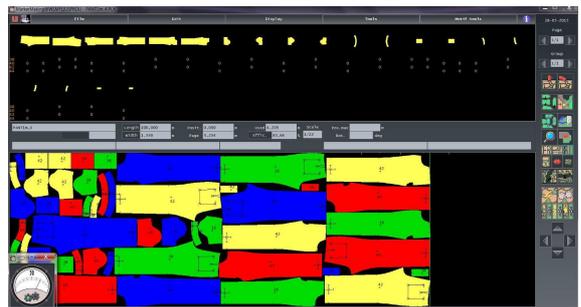


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Lectra releases DiaminoFashion V6R2

New release expands the possibilities of automated marker making

Paris, July 7, 2015 – 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 release of DiaminoFashion V6R2, the latest version of its marker-making solution. This new release expands the scope of its automated marker-making capability, producing better results and bigger savings in the cutting room.



Fashion companies and apparel manufacturers today are operating in a marketplace that has been transformed by fast fashion, moving at a pace that makes it difficult to remain both profitable and competitive. “The industry norm has moved from two big collections a year to a steady stream of low-quantity orders in a variety of styles, sizes and colors. This complexity has put enormous pressure on businesses, who need to find new ways to improve productivity and cut costs,” says Céline Choussy Bedouet, Chief Marketing Officer, Lectra. “Because fabric makes up such a large portion of clothing’s cost price, an efficient marker-making process that optimizes material usage can be a real competitive advantage.” she explains.

Part of Lectra’s fashion and apparel offer, DiaminoFashion helps streamline the development process and keep production costs down without sacrificing product quality, forming an integral part of a lean process from product development to cutting room. With DiaminoFashion, companies can plan strategically to ensure they get the most out of every last inch of fabric—sometimes before even a single physical prototype is created.

This latest version brings manufacturers one step closer to fully automated marker making with new added controls that make it possible to take fabric flaws and quality issues into account automatically. “With DiaminoFashion V6R2, we can now stipulate that key pattern pieces need to be placed next to each other during automated processing, whereas before, we had to lay this type of marker by hand. Our marker-making time has been cut in half and with the additional improvements in efficiency, we have also been able to reduce our fabric waste by up to 1%,” notes Amir Pradhan, Managing Director of Pradhan Mercantile, a manufacturer of quality ready-made apparel (India).

The expanded automated capability means that manufacturers are able to process even more markers quickly, efficiently and with less fabric waste: a surefire recipe for a better-quality product at the lowest possible price. Manufacturers under pressure to meet tight deadlines can also keep up with peaks in activity by using DiaminoFashion’s automated processing feature to take advantage of off-hours. This latest version boasts enhanced processing power that can batch process marker lists faster than before, overnight or while other tasks are being performed during the day, for a double dose of productivity. In addition, it can be launched directly from Lectra’s cutting-room optimization solution Optiplan[®], for a streamlined process that saves companies both time and fabric.

DiaminoFashion V6R2 allows companies to accurately predict how much a given product will cost to produce ahead of time, for more informed decision making. If an item threatens to go over budget, they can suggest changes that will improve fabric yield and save on costs without compromising product quality or the designer's vision. The solution's integrated technology also connects design, development and production teams through seamless data sharing between Lectra's different design, development and cutting-room solutions. Tasks are no longer needlessly duplicated, communication is improved across departments and the entire workflow is streamlined, shortening the development cycle and getting merchandise to stores in time to capitalize on market trends.

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 1,500 employees, and registered revenues of \$281 million in 2014. The company is listed on Euronext.

For more information, please visit www.lectra.com

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