LECTRA
IN FASHION

Expertise and leading-edge technology to develop business growth.

Where fashion & technology meet
Setting the foundation for success

In a changing and complex economic landscape, fashion and apparel industries need to adapt their business models to succeed. To help them transform and develop new ways of working, Lectra brings the most inspiring insights and best-practice solutions, based on more than 40 years of expertise in fashion and apparel to address the entire product lifecycle. A better process results in a better product. Make change a success to boost innovation, control costs and speed time to market.

Managing product lifecycle from end to end

Lectra connects planning, design, development and sourcing teams. The central information sharing platform offers complete visibility and control, at both macro and micro levels. Line planning and workflow are associated with calendar milestones and assortment plans to help companies better control schedules, resources, and cost, as well as handle complex relationships with external suppliers. Time to market is reduced. Visibility, collaboration, streamlined planning, development and sourcing activities are optimized.

Boosting innovation with design

Products begin in the mind of a designer, but the success of a new collection relies on balancing creativity, brand ethos and business needs. Professional level creative technologies can help turn ideas into final products. Based on a smart design process, Lectra’s design solution keeps design teams focused on creative activities, freeing them from non value-added tasks. From innovative design and knit, print and woven textile development to color management, Lectra provides a full range of process-oriented solutions that drive innovation needed for newness and topline growth.
A Design to Cost approach

Marrying design, development and pre-production is critical to understanding the cost of a Stock Keeping Unit (SKU) and respecting material cost targets. To minimize cost, maintain product quality and reduce production lead times, early decision-making during collection conceptualization and development is key. With Lectra’s Design to Cost approach, combining design, product development and marker-making, fashion companies can analyze early on the cost options generated by pattern and textile design changes made to a product.

A fully integrated cutting-room

Built on the fundamentals of lean manufacturing and lean-ready, Lectra’s smart cutting room revolves around world class cutting technology and smart services to automate, streamline and improve the speed and quality of both fabric and leather cutting. Optimizing the cutting room is essential to mastering deadlines, controlling costs and maintaining quality, all of which are critical for manufacturers and manufacturing partners.
Lectra, an educational partner

To help prepare students for their professional lives, Lectra has developed dedicated partnership programs with more than 850 schools and universities in 60 countries. Partnerships are specially adapted to reinforce professional studies with Lectra’s latest technologies.

Delivering value to our customers with Professional Services

Lectra puts 40 years of fashion expertise and knowledge at the service of its customers, through a complete consulting offer, dubbed Lectra Professional Services. Drawing on industry experts, lean methodology consultants and best-practices, this pragmatic project approach comprises a set of tools and methods, as well as robust monitoring and reporting, to implement changes which will optimize your company’s processes and meet strategic objectives.

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Lectra in Fashion
With over 40 years’ experience in fashion and apparel, Lectra’s mission is to provide a complete spectrum of design, development and production solutions to confront 21st-century challenges. From first creative spark to final product, our professional services address an end-to-end process. We support the day-to-day operations of our customers in over 100 countries for around-the-clock process optimization. From fast fashion to luxury to ready-to-wear, Lectra’s 23,000 customers in markets as diverse as casual, sports, outdoor, denim, and lingerie represent every development and sourcing model imaginable. Beyond suppliers and manufacturers, they are the brands you love and the stores where you shop.