SMART DESIGN ROOM
SEE/COMMUNICATE/PRODUCE
FOR KNIT, PRINT, AND WOVEN TEXTILE DEVELOPMENT

lectra.com
SMART TEXTILE DESIGN TAKES IDEAS TO PRODUCTION REALITY

//KNIT, PRINT, AND WOVEN TEXTILE DEVELOPMENT

Many companies design textiles with general image editing solutions that are fantastic for developing creative vision, but fall short on making that vision a reality. How do you turn an idea into something that can be produced: A print that respects cost constraints but also looks great on a dress? A new weave for a fresh take on a shirt? A knit that doesn’t break the budget?

Textile designers need to go beyond simply photoshopping pictures of fabric. They need to be part of the global development process: to share, communicate, and collaborate while turning out technically correct and cost-feasible fabrics.

Bridge concept and production—and skip the digital dirty work.

//BUILD A SMART TEXTILE DESIGN TEAM

Smart Textile Design is lean textile design: talent, technology, and process align with the supply chain. Most textile development is expensive and time-hungry. By looking at the big picture—how colors and designs are communicated, printed, shared, and modified—Lectra can harmonize the process and channel efficiency into producing better textile designs, which means a better product in stores.

COLOR

Color is critical, but hard to share. It has a huge impact on design and, without the proper tools, takes many tries to get right. From simple seasonal palettes to complex fabric specifications, color communication is key. By managing color development, the colorway process, and color communication correctly, you can turn a headache into an advantage and save money in the process. With the right technology and process in place, you can see and share the same color with suppliers many miles away. It really is that easy when the team knows what to do. Lectra can help get them there.
LECTRA FASHION SOLUTIONS

Lectra Fashion Solutions include the know-how and technology to put a smart development process in place. Knit, print, and woven development are part of a global solution that covers apparel development from start to finish.

PRINT

Turn creative ideas into production-ready, cost-effective prints. Flexible, print-specific tools help designers respect production constraints without sacrificing creativity: change repeat ideas, overlap, and dimensions; respect color limits; group colors for tonal prints and re-color from a seasonal palette to create unlimited colorways; save time and frustration by seeing changes live in repeat.

WEAVE

The ultimate toolset for woven textile designers, visual libraries of industry-standard weaves give novices an easy start, while experts can customize existing patterns. Kaledo’s sophisticated yarn generator gives designers control over fibers, twist, diameter, and weave pattern with colored and textured yarns. Realistic and technically accurate simulations reduce sampling costs and lead times.

KNIT

Go beyond simple stitch placement and surface design. Yarn libraries and knit-specific tools allow designers to compose knit structures and create custom yarns. Accessible yarns and stitches make it easy to create innovative and eye-catching effects. An extensive library of structurally correct, industry-tested knit structures coupled with a unique 3D stitch simulator reduces the need for costly samples.
Look in the mirror—chances are, you’re wearing something created with Lectra technology.

//Make faster, more informed style decisions
//Ensure accurate communication with suppliers
//Design within supply chain constraints
//Work smart and stick to budgets and schedules

COMMUNICATE DOWN TO THE NITTY-GRITTY DETAILS

With Lectra’s Smart Design Room, a single modification—from a change in motif to repeats to colorways—sets off a series of automatic updates that cascade as effortlessly as a line of falling dominos. This leaves designers with fewer manual tasks and communication issues and more time to design. Harmonize across styles, fabrics, and collections with easy-to-assemble production specifications.

LECTRA DESIGN EXPERTISE

Lectra offers fashion solutions to product development challenges around the globe. Our consultants have the expertise to advise and support apparel companies in design, development, and manufacturing, with an eye to achieving business objectives. With support centers in North America, Europe, and Asia, Lectra is ready to address the challenges of complex development and sourcing requirements.

From textiles and colorways to sketches and samples, Lectra masters the entire design development process: technical knowledge for developing wovens, prints, and knits; color expertise for custom color-managed textile- and apparel-specific communications; and best-practice workflows to maximize both creative and production options.

Lectra is a revolutionary end-to-end approach to the apparel development lifecycle.

LECTRA IN FASHION

With nearly 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.