Lise Charmel lingerie is known for combining the beauty and elegance of French embroidery and innovative textiles. These high-quality materials are essential to creating unique, sophisticated lingerie, but they’re also very expensive, so controlling cost and fabric consumption is a high priority. Details like embroidered and lace bands pose specific challenges with regard to design, development and cost. To maintain quality while keeping costs reasonable, the numerous small pieces that make up a bra or a pair of panties must be carefully placed on the lace so that waste is minimized. With this in mind, long-time Lectra user Lise Charmel sought a way to estimate lace and fabric consumption more accurately and easily.

By combining Lectra solutions with a smart process, Lise Charmel is able to estimate initial costs accurately very early-on in the design and development phases. Teams can now lay pattern pieces out on lace and other fabrics virtually, for material estimation purposes. “Our markers are more reliable now that they allow us to visualize complex decorative bands directly onscreen,” says Nicolas Drevet, Head of Production Methods.

**MARKETS**
Lingerie

**LOCATION**
Lyon, France

**LECTRA SOLUTIONS**
Kaledo®  Modaris®  Diamino®
**THE DEVIL IS IN THE DETAILS**

The beauty of lingerie is in the details, but so are the challenges. Embroidered waist and back bands add refinement to panties and bras, but the scalloped edges add complexity to determining their exact placement on intricate lace, for example. “We have precise starting points depending on the scalloped band edge for cutting bands and braids,” explains Mr. Drevet.

His department is responsible for determining quantities for fabric orders and preparing production plans for Lise Charmel’s Lyon-based workshops. A long-time user of Lectra, Lise Charmel recently implemented the latest version of Diamino, Lectra’s pre-costing and production marker solution. Evolutions in Lectra technology have brought substantial increases in efficiency and accuracy.

**VALUABLE VISUAL COMMUNICATION IMPROVES ACCURACY**

The ability to visualize different piece and fabric placement options directly on the fabric itself has radically changed the marker making process. “We now work in a very visual way. It’s much better in terms of usability and time spent,” explains Mr. Drevet.

Once the first collection sketches are complete, it’s only a matter of days before fabric samples arrive from suppliers in Italy and France. Then Mr. Drevet and his team can begin scanning and simulating material consumption, before the product is too far along. “We can now exchange between the different departments much more quickly and can head off any potential problems,” says Mr. Drevet.

The new process has significantly reduced the time it takes to place pre-costing markers and gives Mr. Drevet and his team more reliability. “Our time savings has been incredible,” he says.

**CONNECTING COSTING WITH DEVELOPMENT**

An added benefit of working visually is being able to communicate more clearly with product development. The different departments now have an easy way to share information onscreen, instead of relying on sketches or approximations. Working visually allows more accurate cost estimation and optimized material efficiency on embroidered bands while also respecting initial designs.

**BEYOND MARKER MAKING — A FULLY SUPPORTED PROCESS**

Pre-costing and marker solutions are just one component of a process fully supported by Lectra technology, beginning with design where fabrics are scanned into Lectra’s design solution and transferred to the Method department.

Claude Marchand, CAD Manager at Lise Charmel, develops thumbnail sketches which are then pushed out to Collection Management along with other important details including assembly instructions, band placement, patterns and product status. “We are able to create very complete technical reports using Lectra,” says Ms. Marchand. Automatic product updates help guide the workflow and keep communication smooth between different departments and with external suppliers in Bulgaria or even Tunisia. “It was a revolution to have all the information stored in one place,” she says.

**MARKER MANAGEMENT MADE EASY**

An improved interface makes viewing different production markers much easier. In addition, a simplified spreadsheet extraction tool reduces the risk for human error. “It is now much easier to prepare marker placement. We can see the placement below and quickly determine if there is a problem,” says Mr. Drevet.

**CONTINUING A STRONG PARTNERSHIP**

Lise Charmel has been a Lectra customer for over 10 years and has solutions for the entire product development process, from design to pattern development to pre-production and collection planning. Lectra worked hand in hand with Lise Charmel to ensure optimal process improvement. “Lectra worked with us throughout the whole implementation and trial phase. Our questions were answered and we were really looked after. Lectra responded quickly and clearly,” says Mr. Drevet.