

Contact – Lectra Headquarters / Press Dept.: Nathalie Fournier-Christol
Email: n.fournier-christol@lectra.com
Tel.: +33 (0)1 53 64 42 37 – Fax: +33 (0)1 53 64 43 40

Lectra and Aubade announce De Montfort University student lingerie contest results

**Lectra and Aubade working together
to prepare future designers and pattern makers**

Paris, January 22, 2015 – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—fabrics, leather, technical textiles and composite materials—and Aubade, the renowned French lingerie brand have announced the results of the Lectra/Aubade 2014 competition. The award shines the spotlight on design and pattern making students from De Montfort University (DMU), UK by tasking students with designing a small lingerie collection that reflects the Aubade brand. Students were required to both design and develop their collections with Lectra's product development solution, Modaris®.

The inaugural edition of this was open to final-year DMU students. The aim is to get students to develop a 6-piece collection using Lectra's pattern making solution Modaris, underlining the famous lingerie brand's DNA, and within the theme of English handwriting. The jury decided to award two students instead of just the one as initially planned because of the exceptional creativity and execution of design. Aubade is pleased to welcome both Ellie Balwako and Hannah Jones, from beginning summer 2015, for 6 month internships in Paris. The first student won for product development and the second one won for design and their internships will reflect this.

"The competition is a reflection of Lectra's commitment to education, Aubade's involvement in transmitting the brand's DNA and DMU's efforts to favor their students' employability," explains Anastasia Charbin, Fashion and Apparel Marketing Director, Lectra.

"This contest with one of Lectra's education partners represents a great opportunity to meet promising talent, who are immediately operational," underlines Annie Bureau, Operations Director at Aubade. "De Montfort University has a lingerie program which is specifically adapted to industry needs; students are trained on Lectra's pattern-making solution, which we've used for years," says Marie-Béatrice Pereira, Development office Manager at Aubade.

"This contest is a true opportunity for our final-year students who were really motivated. They've demonstrated great creativity, drawing from Aubade's brand spirit and concentrating on technical aspects to obtain a perfect fit. They used Lectra solutions, which are at the core of our program and which are an undeniable advantage when looking for a job," explains Gillian Proctor, Principal Lecturer & Programme and Leader for Contour Fashion.

"This is the story of a wonderful project between Lectra, De Montfort University and Aubade. It is a true exchange between professionals and students. We are very pleased to welcome and to work with young talent who bring a fresh eye and their unique personalities to the Aubade team," concludes Claire Masson, global brand Director at Aubade.

Founded in 1947, De Montfort University's 3-year curriculum called "Contour Fashion" is the oldest lingerie diploma in the world. Students are trained on Lectra's Modaris it is extremely powerful for lingerie, corsetry, activewear, swimwear and underwear.



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About Aubade

Founded in 1875 by corset specialist Dr. Bernard, the Aubade brand was created in 1958. Aubade is a high-end lingerie brand, an ode to femininity and its seductive power. A symbol of French elegance and sophistication, the company's history has been peppered with innovation, discovery, boldness and transformation. Aubade's strength and identity comes from its focus on luxurious fabrics and products that are beautiful to look at, in fashionable, bright colors. Aubade's "Lessons in Seduction", launched in 1992, have taught women how to master the art of seduction, giving them fun, playful tips on how to titillate the men in their lives!

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 \$270 million in 2013 revenues. The company is listed on Euronext.

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