

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

## **Lectra supports Brioni's product development**

### ***The Italian luxury menswear brand adopts Lectra Fashion PLM***

**Paris, May 26, 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 that Brioni has adopted Lectra Fashion PLM to support them streamline their product development process.

Following the brand's recent takeover by Kering Group, Brioni set up a new organization in order to realign with the French luxury group's strategic business growth plan. This decision implied the implementation of a new core process and rethinking ways of working between teams.

The Italian luxury menswear brand needed to better control information flows between different working groups while maintaining its high level of quality, high-end clothing.

Lectra's expertise and best-practice experience in the fashion industry made the difference. The Lectra team began with a process analysis, followed by regular trainings to share best practices and ensure that the implementation met users' needs and expectations.

Lectra Fashion PLM will help Brioni teams manage the entire fashion development process by optimizing costs and facilitating different distribution channel deliveries. Having a single platform will enable managers to monitor activities, which facilitates early decision-making in the collection. This will allow for the monitoring of improvements and the identification of blocking points as development progresses, both at management and execution levels.

"Over the past years, we have built a trusted partnership with Brioni. We are proud to collaborate with Brioni, a company admired around the world, and will continue to support their global strategy," concludes Daniel Harari, Lectra CEO.

#### **About Brioni**

Founded in Rome in 1945, Brioni is recognized as the most prestigious Italian luxury menswear brand— an authority on masculine elegance. Under the leadership of CEO Gianluca Flore and Creative Director Brendan Mullane, Brioni designs, develops and manufactures exclusive and highly-coveted Su Misura garments and sartorial ready-to-wear collections as well as leather goods (handbags, small leather goods and luggage), shoes, eyewear and fragrances. Brioni products are distributed globally, encompassing Europe, Asia and America, where wholesale distribution in select specialty and department stores is complemented by a growing number of Brioni-owned boutiques. Throughout its history Brioni has been, and remains today, a point of reference for the entertainment, institutional and business worlds in Italy and abroad, followed by a loyal clientele of Hollywood personalities, heads of state and business leaders. For gentlemen everywhere, Brioni is true beauty. The house of Brioni is part of Kering, a leading global Luxury and Sport & Lifestyle Group.

For more information about Brioni, please visit [www.brioni.com](http://www.brioni.com)



## **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 \$281 million in 2014 revenues. The company is listed on Euronext.

For more information, please visit [www.lectra.com](http://www.lectra.com)