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## **Dixie adopts Lectra Fashion PLM**

### ***Italian fast-fashion womenswear brand to implement Lectra's product lifecycle management solution***

**Paris, November 10, 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 Italian fast-fashion womenswear brand Dixie has selected Lectra Fashion PLM to help connect design and development teams. The solution has been adopted in order to improve efficiency, reduce costs and speed up the process of creating new collections.



Founded in 1996, Dixie designs, produces and retails on-trend collections for women on the go who are looking for comfort and versatility in their clothing, as well as the latest styles. The company was recently acquired by fast-fashion leader Imperial, as part of the Italian group's plans to expand its business. Imperial has been using Lectra Fashion PLM to share data across departments and speed up the development process since 2014 with impressive results. Now, Dixie's team of 80 employees will be moving to the same platform, so that they can work efficiently in tandem with design and development teams at their new parent company. According to Adriano Aere, Imperial group owner, the idea is to create a strong, seamless, cross-company collaborative work environment that is able to support the group's plans for international expansion.

"Having everybody on the same page, at the same time, means that we can make more informed decisions earlier in development and cut down on miscommunication errors; this makes the whole process faster and more cost-efficient," explains Adriano Aere. "We already knew from past experience that Lectra's experts would provide Dixie with the support it needed to ensure a smooth transition to the system, with as little disruption as possible to their day-to-day business."

Dixie will begin by implementing Lectra Fashion PLM to manage product development, before rolling it out to its manufacturing activity.

"The Imperial group and Lectra have a long-standing history that goes back 18 years. We are thrilled to be supporting them in this new endeavor and are confident that Lectra Fashion PLM will provide them with the framework they need to bring these two strong companies together and maximize their combined potential," says Fabio Canali, Managing Director, Lectra Italy.

"We chose Lectra Fashion PLM because it gives us a strong foundation that we can build on and add to in the coming years, as we pursue our next steps for company growth: to maintain our leadership in the domestic fast-fashion market, while becoming an example of excellence on the international level as well," says Adriano Aere.

### **About Dixie**

Founded in the nineties by managing director Massimo Frosini and art director, Gianni Guastella, Dixie is a global fashion brand with an Italian soul and a strong European spirit. Always looking ahead, the company has made a name for itself in the fast-fashion marketplace with its innovative business model.

Dixie's customer is the contemporary woman, light-hearted and feminine, who cares about detail and quality—the brand's core values. The company's goal is to create fashionable clothing that is accessible and versatile. As Dixie's reputation grows steadily around the world, it continues to expand its offer while at the same time preserving the originality in design that the brand is known for. Its recent acquisition by the Imperial Group is further confirmation of the brand's ongoing success.

### **About Imperial**

Imperial is an Italian fast-fashion company that was founded in 1978. The ready-to-wear brand, which specializes in menswear and womenswear, expanded into retail in 2012. Imperial broke its sales record in 2014, recording €200 million in total revenue, thanks largely to its recent acquisition of a majority stake in Italian fashion company Dixie. Imperial's own sales for 2014 totalled €178 million, up 15.5 % from €154 million in 2013. Combined with Dixie's 2014 revenue of €29 million, the total came to €207 million.

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

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