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Lectra-ESCP Europe Chair organizes a round table discussion on “Fashion, Sustainable Development and Technology”

H&M, Kering, European TK’Blue Agency and Eva Zingoni presented their organizations’ actions

Paris, October 13, 2015 – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—fabrics, leather, technical textiles and composite materials—and ESCP Europe recently organized a round table on “Fashion, Sustainable Development and Technology” under the auspices of the “Fashion and Technology” Chair. The Lectra-ESCP Europe Chair, inaugurated in February 2014, aims to develop and convey knowledge based on innovations within the fashion and luxury sectors, thanks to cutting-edge technologies.



In the run up to the launch of the Conference of the Parties to the United Nations Framework Convention on Climate Change (COP 21), which will be held next month in Paris, Lectra and ESCP Europe sought to present some of the ongoing sustainable development changes in the fashion sector. The round table attendees included, Rémi Crinière, Head of Environmental and Social Responsibility H&M France; Dr. Helen Crowley, Head of sustainable sourcing innovation, Kering; Philippe Mangeard, European TK’Blue Agency President; Eva Zingoni, sustainable fashion designer as well as Laurence Jacquot, Director of Industrial Operations and Hardware R&D, Lectra.

The panelists agreed on a number of principles that allows the fashion industry to become environmentally sustainable more quickly and efficiently. These included, being one step ahead of consumers’ behavior; the necessity of supply chain transparency; participating in cross-industry platforms in order to drive forward innovation; use technology that permits fashion brands to be more environmentally friendly as well as socially responsible.

“The fashion industry should be ahead of its time. Unfortunately, it has fallen behind as far as sustainable development is concerned,” points out Eva Zingoni. The clothing industry suffers from structural constraints, making it one of the least sustainable sectors. This impacts the entire supply chain, beginning with the production of raw materials to end-of-life product management via manufacturing conditions.

“A fashion company, such as Kering, has to manage worldwide and complex supply chains. We have already developed several actions and programs to improve our understanding so as to better measure our impact and therefore reduce it step-by-step throughout the entire supply chain,” explains Helen Crowley. Kering, which is at the top of the Dow Jones Sustainability Index 2015 in the textile, clothing and luxury products sector for the second consecutive year, has decided to implement a more sustainable economic model that covers the entire span of its operations. To execute this strategy, the company uses an important tool, namely the environmental profit and loss account (E P&L), which is integrated into all of its brands.

“It is possible to develop and find more sustainable solutions so long as there is a will to do so. It is above all a matter of company culture and state of mind,” affirms Rémi Crinière. “The company’s strategic choices must be stable in order to be lasting. Swedish, family-owned company H&M focuses on long-term rather than short-term profits by adhering to sustainable development and circular economy practices.” The H&M Conscious Foundation recently launched the *Global Change Award*, endowed with one million euros, to drive innovation that will bring the circular economy into the fashion industry.

“Innovation and best practices help to reduce both transportation’s cost and overall environmental footprint (CO₂, particles, but also noise, congestion...) in an industry that is heavily dependent upon such means. This is not just the case for international transportation, but also inner-city delivery to stores and e-commerce customers,” adds Philippe Mangéard.

“Lectra’s innovative solutions help fashion industry players reduce their carbon footprint, while respecting economic priorities,” notes Laurence Jacquot. “For example, 3D technology reduces the use of physical prototypes, while PLM allows teams to work together in real time without any paper work. Better designed collections respond to consumer demand, thereby reducing waste associated with unsold merchandise.”

The round table was moderated by the Co-Directors of Lectra-ESCP Europe “Fashion and Technology” Chair Céline Abecassis-Moedas and Valérie Moatti.

For further information, visit the Lectra-ESCP Europe Chair’s website at www.mode-technologie.fr/en and join its social networks.



About ESCP Europe

Established in 1819, ESCP Europe is the world's oldest business school and has educated generations of leaders and entrepreneurs.

With its five urban campuses in Paris, London, Berlin, Madrid, and Torino, ESCP Europe's true European Identity enables the provision of a unique style of cross-cultural business education and a Global Perspective on international management issues.

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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