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The new Lectra Fashion PLM gears fashion companies up for the fourth industrial revolution

Lectra's Industry 4.0-compatible product lifecycle management solution is smart, connected, configurable and user-friendly

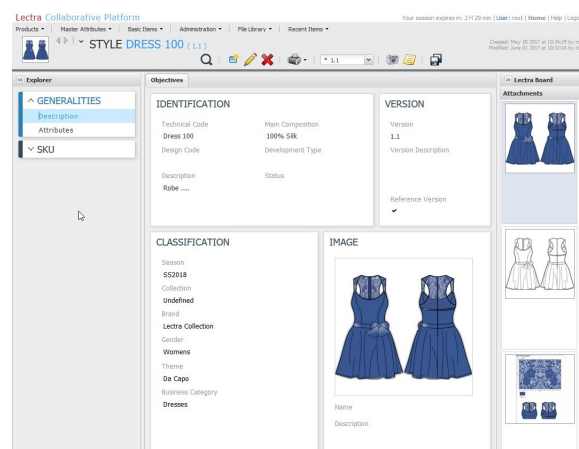
Paris, June 7, 2017 – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—fabrics, leather, technical textiles and composite materials—is pleased to announce the launch of Lectra Fashion PLM 4.0, the first-ever product lifecycle management solution designed to help fashion and apparel companies navigate the fourth industrial revolution and thrive in the digital era of fashion.

With digitalization transforming the way consumers shop, today's fashion companies are playing a never-ending game of catch-up, as they compete for the attention of a generation of connected, fickle-minded millennials who want it all: personalization, sustainability, quality and speed, accessible at all times, across multiple channels, and at the lowest price. Industry 4.0 is not only revolutionizing how manufacturers operate, but also how brands and retailers need to function, if they want to be fast and agile enough to meet the needs of this demanding new consumer. The stakes are high and how effectively companies harness technology to put the consumer at the heart of their process will be the deciding factor in who comes out ahead and who gets left behind.

Lectra Fashion PLM 4.0 has undergone a drastic reboot to give fashion and apparel companies the speed and agility they need to tackle the challenges of Industry 4.0 head on. Lectra Fashion PLM 4.0, with the widest functional scope on the market, acts as an intelligent nerve center to the digital supply chain, from planning through design to production. This ensures a consistent flow of error-free data between processes, technologies and people. The system connects CAD, industry-standard software such as Adobe Illustrator, company IT systems (such as ERP) and external suppliers, so that actors across the supply chain can work on, save and share information on the platform, ensuring data integrity.

The solution also draws on best practices, fashion-business intelligence and real-world scenarios to automate administrative and repetitive tasks, with templates, standard libraries and shortcuts that allows more time for value-added activities. The final result is a fast, connected digital supply chain that helps fashion companies jump on trends quickly and deliver products that fulfill their customer's expectations.

This new incarnation of Lectra Fashion PLM is designed to work out of the box and can be scaled to accommodate the different needs of small to large businesses, brands, retailers and manufacturers. Companies can start small by implementing the standard offer, then add on as they go, choosing from up to ten different modules, such as design integration, product details, sourcing, sampling and costing.



The solution is available on a monthly subscription or perpetual license basis. Special attention has been paid to make this new product user-friendly, with learning tools that enable fast onboarding. The new Lectra Easy Tool allows IT teams to configure the platform to suit the needs of its users and the new mobile app, Lectra Collection Advanced, provides more ways to share information. The fuss-free implementation process means companies can get the platform up and running quickly with little disruption to business, and quickly start seeing a return on their investment.

The only fashion-dedicated PLM solution on the market that covers the entire value chain, Lectra Fashion PLM 4.0 is Lectra's first software product release since it announced its 4.0 strategy, which aims to help fashion companies succeed in this brave new digital world. The culmination of Lectra's 40-plus years of experience in the fashion industry, the platform gives companies a competitive edge by giving them a smart, user-friendly solution that allows them to remain agile and connected, facilitating their transition towards Industry 4.0.

"As our customers take their first steps toward the world of Industry 4.0, we want to be right there beside them to help them succeed. Just like today's fashion companies, we are evolving to make our offer more customer-centric than ever before. We are extremely proud of this powerful new PLM platform, and are convinced that it will help our customers flourish in this digital age of fashion," says Céline Choussy Bedouet, Chief Marketing and Communications Officer, Lectra.

About Lectra

Lectra is the world leader in integrated technology solutions (software, automated cutting equipment, and associated services) specifically designed for industries using fabrics, leather, technical textiles, and composite materials to manufacture their products. It serves major world markets: fashion and apparel, automotive, and furniture as well as a broad array of other industries. Lectra's solutions, specific to each market, enable customers to automate and optimize product design, development, and manufacturing. With more than 1,550 employees, Lectra has developed privileged relationships with prestigious customers in more than 100 countries, contributing to their operational excellence. Lectra registered revenues of \$288 million in 2016 and is listed on Euronext.

For more information, please visit www.lectra.com