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Lectra announces Lectra Fashion PLM V4

Lectra Fashion PLM streamlines product development from planning to sourcing

Paris, March 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 present Lectra Fashion PLM V4.

The growing complexity of the fashion industry is forcing companies to transform from traditional to newer, more modern business models. “Fashion companies need to adapt their ways of working to be agile enough to offer compelling products to please consumers and reach the market quickly. After more than 40 years’ experience in the fashion and apparel industry, Lectra provides companies with business expertise, technologies and change methods to meet the challenges of today’s modern fashion market and to remain competitive. Lectra Fashion PLM is the embodiment of these pillars,” explains Daniel Harari, Lectra CEO.



“Lectra Fashion PLM was developed to improve teamwork from design to production and to help fashion companies build better products faster while boosting overall business performance,” adds Anastasia Charbin, Fashion and Apparel Marketing Director, Lectra.

To build this new Lectra Fashion PLM release, which focuses heavily on collection planning and calendar management, Lectra R&D teams partnered with South Korea’s leading fashion company, Samsung-Cheil Industries and DBApparel, the French market leader for branded intimate apparel.

Building a profitable collection while addressing seasonal trends, consumer expectations and time constraints is a complex challenge. With Lectra Fashion PLM’s new collection plan management, companies have a dynamic financial overview to effectively manage their product offering.

“We worked hand in hand with Lectra to implement Lectra Fashion PLM. We challenged Lectra to design an easy-to-use, sophisticated and efficient collection plan management module that corresponds to our daily needs,” explains Shin Yang-sik, Samsung-Cheil Industries Deputy General Manager. Lectra Fashion PLM enables Samsung-Cheil Industries to more effectively drive strategic objectives through the products they make and offer to market.

Visualizing and monitoring activities from initial concept to the end product are fundamental to improving time-to-market and controlling costs. Lectra Fashion PLM’s new calendar management enables managers to survey and adapt calendar milestones to constantly carry development cycles forward.

“Our objective is to continuously improve our process from design to final product delivery in order to be more and more competitive. Lectra Fashion PLM’s calendar management enables our teams to work on a common platform and thus anticipate and prioritize the different phases in the development cycle to consistently move quickly to market,” explains Giuseppe Zambarbieri DBA Operations IT Director.

“We believe in a sustainable relationship with our customers, to help them meet their challenges for the long-term. We are very pleased that Samsung-Cheil Industries and DBApparel have joined us for this PLM journey,” concludes Daniel Harari.

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