

**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

## **New Twins chooses Lectra Fashion PLM**

***Lectra’s product lifecycle management solution  
will help the Italian apparel company connect technical and creative teams***

**Paris, January 19, 2016** – 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 apparel company New Twins has chosen Lectra Fashion PLM to connect its product development team with the creative department at cashmere and knitwear brand Falconeri, part of the Calzedonia Group.

New Twins develops and produces men’s and women’s knitwear for Falconeri, which is currently pursuing an aggressive plan to expand business internationally and increase its market share in Italy and across Europe. As the complexity and volume of orders increase, New Twins needs a way to improve workflow between its own teams and Falconeri’s, so that the two companies can work together efficiently as one cohesive team.



“Our development team is largely technical and follows a very different production model than the one Falconeri uses; we needed a reliable information system that would synchronize processes across different teams, different departments and even different companies. We looked at a few PLM systems but we chose Lectra, not just because their technology suited our needs, but also because we were impressed with the depth of their expertise and the way their recommendations took both people and process into account—they really considered the whole picture,” says Stefano Modena, PLM System Project Manager, New Twins.

New Twins will implement Lectra Fashion PLM in their technical and patternmaking office. The powerful solution allows design, development and production teams to access the same version of a work in progress and communicate in real time on one common platform, so that they can collaborate effectively and make more informed design decisions. By eliminating redundant tasks and problems arising from miscommunication, the technology saves time and minimizes errors so that companies like New Twins and Falconeri can get better products to market faster.

“New Twins needs a solution that will give them visibility over the entire collection lifecycle; this can be especially challenging when the clothing being developed is designed by a completely different entity. Connecting all the teams on Lectra Fashion PLM will help streamline the production cycle so that the company can waste less time going back and forth and focus on creating a quality product,” says Fabio Canali, Managing Director, Lectra Italy.

**About New Twins**

New Twins is a rapidly growing Italian company that specializes in developing and producing knitwear and hosiery. Founded in 2009, the group prides itself on its use of quality materials and production know-how, setting a gold standard for clothing with a *Made in Italy* label

**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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