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PEACEBIRD adopts Lectra Fashion PLM

Top Chinese fast-fashion company adopts Lectra’s product lifecycle management solution

Paris, December 11, 2014 – 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 Chinese fast fashion company PEACEBIRD has chosen Lectra Fashion PLM to support its business growth strategy.

Ningbo PEACEBIRD Fashion is a retail-oriented company, holding multiple brands for men, women, teens and children. The Chinese company, whose motto is “Live with my new look”, offers high-quality fashionable clothing at accessible prices.



In the rapidly growing and competitive Chinese fast-fashion sector, PEACEBIRD decided to further develop market share and did not want to risk losing sight of the day-to-day. They needed to keep an aggressive design-to-shelf cycle while continuing to cater to their diverse consumer base. Thus, the Chinese company decided to seek a partner to help them build better products faster by streamlining their product lifecycle and collection management abilities.

Lectra’s end-to-end project approach to understanding customer needs

Lectra’s end-to-end project approach resonated with PEACEBIRD’s culture. “We chose Lectra because their offer truly focuses on our needs and expectations. Lectra sees things from our perspective,” explains Chen Yang, PLM project manager at the Information Management Center of PEACEBIRD.

Lectra worked closely with PEACEBIRD’s top management to learn about their business model, identify strengths and understand their needs. “Lectra demonstrated their expertise and how they could support our global expansion,” continues Chen Yang.

As a fast-fashion company, PEACEBIRD’s greatest challenges are to improve efficiency, reduce costs and enhance product quality while keeping an eye on time to market. Lectra Fashion PLM will help PEACEBIRD meet these challenges by bridging design, development and production to improve collaboration and supply chain management while considering the global product-development process.

For PEACEBIRD, Lectra is the best partner to help them meet their challenges for the long-term. “I believe we can leverage our competitive strengths and support our business growth strategy with Lectra’s expertise, best practices and advanced technologies,” concludes Chen Yang.

About PEACEBIRD

Ningbo PEACEBIRD Fashion is a retail-oriented company which holds multiple brands such as PEACEBIRD Metropolis menswear and womenswear; LED’IN Metropolis teenage girls’ wear; Material Girl fashion-conscious teenage girls, Amazing Peace men’s business attire; Beishibao menswear and Mini Peace Metropolis childrenswear. PEACEBIRD whose motto is “Live with my new look”, offers high quality fashionable clothing at accessible prices.

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 \$270 million in 2013 revenues. The company is listed on Euronext.

For more information, please visit www.lectra.com