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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

## Petit Bateau chooses Lectra Fashion PLM

***Comfortable-cotton-clothing lovers' favorite French brand Petit Bateau, made specifically for the 0 to 924 month age bracket, has selected Lectra to help optimize product development and reduce time to market***

**Paris, January 29, 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 announce that Petit Bateau has adopted Lectra Fashion PLM to accelerate product development cycles and reduce lead times.

Petit Bateau is a French brand since 1893. The brand is active in over 60 countries and designs, produces and markets clothing, underclothing and pajamas for babies, children and adults. Petit Bateau is member of the Rocher Group since 1988.

Petit Bateau's main objective is to preserve its know-how, an essential aspect of its DNA, while expanding activities internationally. "Preserving our 120 year history and our unique know-how while expanding our distribution network is our main challenge. We are convinced that Lectra Fashion PLM can help us meet this challenge," declares Pierre-Antoine Perrot, Chief Operations Officer at Petit Bateau.

"Our design and pattern-making teams can attest to the importance of Lectra's expertise. Lectra helps us challenge ourselves and adopt better industry best practices. This is priceless," says Nathalie Lempereur, Collection Director at Petit Bateau. "Today, Lectra helps us make daily decisions," specifies Pierre-Antoine Perrot.

Petit Bateau's objective is to optimize product development. "The time spent on product development slows down our growth today. Lectra Fashion PLM offers more flexibility and agility and thus allow our teams to be more reactive," adds Pierre-Antoine Perrot. "Quality and sensory pleasure are two values inherent to Petit Bateau's DNA. Quality symbolizes our authenticity; our clothes touch the skin and are linked to intimacy with our customers, which, in turn, impose tough development constraints and high standards of quality. Lectra Fashion PLM helps us manage these constraints," continues Nathalie Lempereur.

Each year Petit Bateau develops 180 colors, 120 fabrics and 2000 references. The brand decided to implement Lectra Fashion PLM to accelerate development phases and improve collaboration between design, development and production teams. "We have complex information systems and numerous databases that are managed by different contributors to the garment design process. We needed tools that were plugged in a platform to reduce time to market," continues Anouck Olry, Organisation Development & Corporate Social Responsibility at Petit Bateau. Lectra Fashion PLM will allow Petit Bateau to work from a unique, consistent and live set of information, shared by all departments.

"The objectives are to reduce the time spent on product development and enhance team innovation at the same time," explains Jean-Sébastien Rousseau, Product Development & Purchasing Director at Petit Bateau. By eliminating administrative tasks, Lectra Fashion PLM will allow Petit Bateau teams to focus on design and product development.



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Petit Bateau wishes to design more capsule collections, develop partnerships and they believe Lectra Fashion PLM can also be an ally in this endeavor. “We wanted to speak our partner’s language and use their tools. This is the reason why we selected Lectra Fashion PLM,” continues Nathalie Lempereur.

“We are delighted to partner with Petit Bateau. Thanks to the work of both teams, this major French brand will be able to optimize their product development process and reduce time-to-market to achieve their goals and develop an ambitious international roll out strategy,” concludes Daniel Harari, Lectra CEO.

#### **About Petit Bateau**

Petit Bateau is, above all, a name associated with childhood, and the pretty French nursery rhyme passed from one generation to the next: *Maman les p’tits bateaux qui vont sur l’eau ont-ils des jambes?* (Mother, do small boats that sail on water have legs?). Petit Bateau is a proud French heritage brand, recognized for their expertise in childrenswear.

It is also...

The favorite company of cotton lovers from 0 to 924 months, Petit Bateau is the creator of that underwear and tee-shirts that have become the emblem of multi-generational style for babies, children and adults throughout the world. Petit Bateau respects each individual and their environment. A brand which accompanies us through life’s highlights, reminding us of childhood moments that made us the adults we are today.

Styled for the times for the last 120 years, “*Jamais vieux pour toujours*” (never old for ever!) and always on children’s side.

For more information, please visit [www.petit-bateau.com](http://www.petit-bateau.com)

#### **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](http://www.lectra.com)