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How to make change a success with Lectra Fashion PLM

***Prestigious brands and industry experts gather for a seminar
to discuss the transformation of the fashion industry***

Paris, June 11, 2015 – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—fabrics, leather, technical textiles and composite materials—recently hosted a Lectra Fashion PLM event in Bordeaux-Cestas (France). This event focused on how PLM can be a catalyst for change by helping companies transform their business model in the ever-changing fashion industry. It provided deep insight into fashion market evolutions and demonstrated how Lectra’s solutions allow companies to stay ahead of a constantly changing market.



The two-day event brought together major top fashion brands from around the world at Lectra’s International Advanced Technology & Conference Center. They explored opportunities in successfully implementing organization and processes transformation to improve overall performance with Lectra’s expertise, change management methodology and leading edge technology.

Edouard Macquin, Executive Vice President, Sales, Lectra, kicked off the event. “Managing change and transformation in the fashion industry is all about anticipating market needs. Our mission at Lectra is to make fashion companies ready for the future,” he said.

Insight on the latest market trends in the fashion industry was also given by the online fashion trend forecasting agency WGSN (UK). Kim Mannino, Director of Trend Services at WGSN, highlighted three global brand and retail trends: mass personalisation, fast laning and elevated engagement. “In the ever-changing fashion environment, time is the new luxury. It is important to understand consumers and anticipate how they will consume tomorrow,” she added.

“The world has changed, so has business” is another theme that has been discussed during the event by industry experts, such as Chinese fast fashion company PEACEBIRD. Emphasis was placed on how fashion companies need to re-evaluate the way they bring product to market and manage change. “Change in the fashion industry is exponential: organizations have to speed up operations and rethink the way teams work together so that products reach consumers and stores faster. PLM can help companies face these challenges,” observed Gian Mario Borney, Senior Strategy Advisor, Global Fashion Unit, The European House-Ambrosetti (Italy).

“We have been working with Lectra solutions for years. Adopting Lectra Fashion PLM was just the next logical step to enable us to work better and faster. We really believe Lectra Fashion PLM can help us manage tight schedules and ensure cost saving and smooth collaboration to face the challenges of our international expansion strategy,” declared Carlos Lopera, CIO/CPO at Offcorss, a top childrenswear brand in Colombia, part of parent company Hermeco.

During the event, attendees also had the opportunity to exchange with fellow industry professionals and Lectra experts about best practices. During PLM demonstration sessions and a workshop, they learned how to optimize the collection development process and how to better manage and sustain change.

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.

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