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Lectra announces a successful PLM implementation at La Jolla Group

Lectra Fashion PLM brings creativity and control to design and development at action sports giant, La Jolla Group

Paris, November 7, 2011 – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—textiles, leather, industrial fabrics, and composite materials—is pleased to announce the successful implementation of Lectra Fashion PLM at La Jolla Group. Headquartered in Irvine, CA, La Jolla Group, Inc. (LJG) is one of the world’s biggest producers of surf, skate, motocross, and youth lifestyle apparel, whose portfolio includes iconic brands such as O’Neill Clothing USA, Rusty Clothing and Metal Mulisha Clothing.

“After an extensive amount of PLM market research and a seamless integration, La Jolla Group has finally found and deployed the solution that will take the process of product development and lifecycle management to the next level,” said Josh Wellington, Chief Operating Officer, LJG. “An apparel-centric PLM that understands and compliments the nuances of our industry has finally arrived.”

Before adopting Lectra Fashion PLM, La Jolla Group used a system of spreadsheets that required manual data entry and updating, and left some departments such as design and merchandising feeling disconnected from the development process. Recognizing these frustrations, La Jolla Group sought a solution and chose Lectra for its mastery of the fashion-specific development process, including Lectra’s understanding of the art of design.

“The apparel-centric user interface addresses issues experienced in other PLM offerings by being more of a design environment, rather than having a rigid ‘engineering’ feel,” added Wellington. “It allows for the design cycle to have a single consolidated dataset and has helped LJG move away from disparate data and manual processes.”

Lectra Fashion PLM fits seamlessly into La Jolla Group’s Macintosh-based design environment. A visual user setting with image libraries and a hassle-free bill of materials facilitated adoption by all teams, including design. Designers now easily communicate styles and trends but also have total control over pre-costing, helping to ensure that budgets and production constraints are respected. By aligning the entire team globally and giving members lifecycle control over design, pattern making, merchandising, sourcing, production, and printables, deadlines are no longer simply a suggestion, but are now an achievable reality.

“Given their emphasis on design and quality and the challenges that the outdoor lifestyle market presents, we were confident that Lectra Fashion PLM could bring La Jolla Group benefits such as greater control over delivery and cost, two fundamental components to being competitive in the surf and sportswear markets,” said Roy Shurling, President of Lectra North America. “After more than 35 years in the fashion business, we understand how challenging it can be to pull teams together and focus on business fundamentals, while also respecting creativity.”

The La Jolla Group team was particularly impressed with Lectra's Professional Service team and their ability to implement quickly, while staying focused on important details. Scott Fitzpatrick, La Jolla Group's Director of Business Intelligence who supported the project added, "Lectra's multi-disciplinary team was always on top of making sure we continued to push towards the next steps in the project scope to ensure we wouldn't miss deadlines and get the project going. This was key."

The initial project was implemented ahead of schedule. La Jolla Group was so pleased with the results that the scope was recently expanded to include their entire portfolio of brands and supplier base.

About La Jolla Group

La Jolla Group is the premiere multi-brand apparel licensing company, with a prominent portfolio that includes some of the most recognized names in fashion and action sports: [O'Neill Clothing USA](#), [Metal Mulisha](#) Clothing, [Rusty](#) North America, [The Berrics](#), and [FMF Racing](#). Enhancing the successful model perfected with the company's acquisition of the O'Neill Clothing USA license from Jack O'Neill and family in 1992, La Jolla Group has applied its core competencies in design, marketing, sales, production, and distribution to each of its licenses, creating a diversified brand mix specialized in surf, skate, snow, motocross, fashion and beach lifestyle. In 2010, La Jolla Group launched its first fashion brand, [In God's Hands](#), in association with founder and designer, Lauren Lusk.

With a variety of successful brands, over 400 employees across the U.S., and 10 successful retail locations, La Jolla Group continues to evolve and leverage synergies across its platforms. La Jolla Group brands are sold in over 3000 retailers across the country, as well as in countries including Europe, U.K., Canada, Latin America, Australia, and Japan. For more information, visit www.lajollagroup.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 1,350 employees and \$252 million in 2010 revenues. The company is listed on NYSE Euronext.

For more information, please visit www.lectra.com