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With Lectra Fashion PLM, Baroque streamlines development and communication for Moussy

The Japanese company Baroque will extend Lectra Fashion PLM to other brands later this year to drive global business strategy

Paris, September 25, 2012 – 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 that the Japanese company Baroque successfully implemented Lectra Fashion PLM for their top brand, Moussy, in June. They will extend implementation to Sly and other brands before the end of 2012.



Baroque is a leading fast-fashion brand-retailer for young Japanese women. The company has experienced continuous growth despite a stagnant Japanese apparel market, with revenues reaching 55.1 billion yen (+25% compared to the previous year) and an operating income of 7 billion yen.

“We chose Lectra after carefully researching over 10 domestic and international solution providers,” explains Jun Tanaka, Information Technology Department Manager at Baroque. “This is our first time working with Lectra, and their expertise in apparel-dedicated tools and global presence were very attractive to us. Design and implementation were completed quickly, and Lectra Fashion PLM went live for Moussy exactly as planned in June.”

Prior to investing in a PLM solution, Baroque conducted an internal audit to identify areas of improvement. They determined the root cause of their challenges to be in the early stages of planning and development, as well as in communication.

As a fast-growing, trend-oriented, fast-fashion business focused on aggressive and rapid expansion, Baroque deals with a growing number of increasingly varied items produced in small volumes, under a number of different brands. Before implementing Lectra Fashion PLM, Baroque relied on email and spreadsheets to link internal teams and a master product list for merchandising and promotion planning. Information was not systematically shared with the entire Moussy team, which led to lost time through unnecessary duplication of tasks.

Lectra Fashion PLM contributed to a significant and immediate reduction in documentation and an increase in visibility of each team member’s work. “With higher visibility, we can continue to streamline the way we work for increased agility. For example, instead of preparing separate documents for merchandisers and marketing, these teams can simply rely on PLM to find the information they need,” Tanaka continues. This not only reduces workload, but also pushes information where it is needed, rather than requiring people to hunt down details. This was an important consideration for Baroque, as one of the company’s strategic goals is to aggressively expand into the Chinese market.

In addition to streamlining apparel development and internal communication in Japan, a synchronized team will be needed to support future growth in China. Baroque's objective is to have 100 shops in China by January 2014, an increase from the 19 in place as of June this year. "Our business model requires delivery of new items to shops 2 or 3 times per week. In order for us to succeed in China, where competition is becoming increasingly intense, it is critical to master information by having an infrastructure that supports the entire product flow from planning and development to shop delivery. In order to succeed abroad, it is important to redefine our process and streamline the flow of information with a global perspective," said Isao Sado, CFO, Baroque.

"In order to succeed in a difficult economy and under fierce competition, fashion companies must equip themselves with a strong process and tools that give them the flexibility to react to continuous market evolutions," emphasizes Daniel Harari, Lectra CEO. "We are pleased that our forty years of expertise in fashion have benefited Baroque in such a fundamental way."

"For a successful PLM implementation, it is important to build good communication, both internally and with your technology partner. During the internal audit period, we made sure that our entire team was involved and shared the challenge together. Lectra did the same and we appreciate their commitment," Tanaka concluded.

About Baroque

Baroque is a leading fast-fashion brand-retailer for young women in Japan, which designs and retails a variety of brands including Moussy, and Sly. Proactively recruiting new people and employing new merchandising and retailing management methodology, the company is known for a speedy business expansion launching new business every year: Azul by Moussy, shops targeted to low-price oriented mass, followed by Shelter targeted young women buying at department stores, and other business models recently launched include family targeted Rodeo Crowns Wild Bowl and trend-sensitive mature women targeted Enfold. Baroque defined 2011 as their first year of globalization and by January 2014, they aim to reach 100 shops in China.

For more information, please visit <http://www.baroque-global.com/global/en/>

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 \$287 million in 2011 revenues. The company is listed on NYSE Euronext.

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