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## **Bosideng enters a new era of cutting efficiency with Lectra**

### ***Lectra's cutting room solution adopted by top Chinese menswear brand***

**Paris, July 17, 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 Bosideng has adopted a Lectra cutting room offer, including the acquisition of a Lectra Vector<sup>®</sup> cutter. The deal brings an improvement to Bosideng's pre-production operations, in terms of efficiency and cut-quality, in order to prepare for high-growth.

The top Chinese menswear brand, with revenues of \$1.6 billion in 2013, draws on 22 years of experience to produce and retail clothing with an *East meets West* design aesthetic, a blend of British tailoring and Chinese sensibility. Bosideng aims to become one of the first Chinese menswear brands to dominate the international market. With 13,000 points of sale in China, Bosideng has ambitious plans for international expansion: they opened a flagship store in London in 2012, participated in New York fashion week earlier this year and plan to open stores in New York and Milan.



“Lectra was selected because of their excellent reputation in the cutting room, the very high quality of their cutting machines, and their know-how. Compared to the competition, the cutting quality of Lectra's Vector solutions is much better, greatly contributing to production efficiency. While high cutting quality was a key point, it was Lectra's overall approach, which supports our customer focused future, that made a difference for us,” states Pan Qiangdong, Industry Equipment Manager of Bosideng.

“Bosideng's current cutting room and production model is around 20 years old and has not evolved much over the years. This situation and the resulting workflows are not able to support the current business or future growth. So we have been looking for a partner and solutions to help us make the necessary changes in order to be able to grow,” explains Huang Xiaohua, General Manager of Bosideng.

Lectra's offer helps manufacturers obtain optimal conditions in the cutting room to achieve saved time, material and energy costs, while reducing the potential for human error and inconsistency. “We have worked for many years for our place at the leading edge of cutting technology. The result is an offer that combines advanced cutting technology with best-practices and quality hardware,” says Daniel Harari, Lectra CEO. “We are proud to collaborate with Bosideng, a company admired around the world and their trust is very important to us,” he adds.

“Lectra covers the whole fashion process from concept to pre-production. They are expert all along this value chain. This means that Lectra is able to nurture the further development of Bosideng according to our strategy. We are very well aligned,” sums up Huang Xiaohua.

### **About Bosideng**

Bosideng International Holdings Limited ("Bosideng" or the "Company", together with its subsidiaries, the "Group") is the largest down apparel company in the People's Republic of China (the "PRC") and has a total of 13,009 retail outlets nationwide, exclusively selling down apparel under its four core down apparel brands, namely Bosideng, Snow Flying, Combo and Bengen. The Group satisfies different consumers through product differentiation of its brands, thereby further strengthening its leading position in the PRC down apparel industry.

For more information, please visit [www.company.bosideng.com](http://www.company.bosideng.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 1,400 employees and \$270 million in 2013 revenues. The company is listed on NYSE Euronext.

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

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