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Matalan embraces Lectra’s 3D product development

Goals include improving accuracy of fit and speed to market

Paris, May 20, 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 Matalan is implementing Modaris®, Lectra’s product development solution with integrated 3D technology, to enhance their in-house development to achieve superior fit, style and quality of their garments.

Founded in 1985 by John Hargreaves, with 225 stores across the UK, Matalan stands for true family value and continually strives to offer excellent products at an affordable price in men’s, women’s and children’s clothing as well as homeware. Matalan constantly looks to better understand their customers’ fit requirements, and they worked closely with Lectra to determine the best approach to ensure that Matalan could lead the way in achieving consistency of fit across their styles and brands.

Matalan selected Lectra’s 3D product development solution, Modaris, because of its unique ability to apply sophisticated pattern making techniques to a virtual fitting room environment, allowing Matalan to streamline and standardize their fit process. Matalan is now better equipped to consistently improve speed to market.

“Adopting 3D technology will allow Matalan to speed up the development process and save time, ensuring that we meet our customers’ high expectations by delivering up-to-the-minute fashion, with a consistently high standard of fit,” commented Jason Hargreaves, Managing Director, Matalan.

Lectra has deep industry experience and a dedicated team of experts, allowing the two companies to work hand in hand to identify and deliver the best solution for Matalan to establish its position at the forefront of fit excellence.

“We are delighted that Matalan has embraced Lectra’s 3D solution as part of their process improvement initiatives. This revolutionary way of working will put Matalan at the leading edge of technology and will enable them to realise their goals, which is absolutely key to pushing their business strategy forward,” concluded Anastasia Charbin, Fashion Marketing Director, Lectra.

About Matalan Retail Limited

Matalan is the UK’s leading out of town fashion and homeware retailer and operates through 225 stores in the UK, an e-commerce platform and 14 overseas franchise stores. Matalan Retail Limited was taken private in December 2006 by the acquisition of its parent company, Matalan Plc (now delisted and known as Matalan Limited), by Missouri Bidco Limited, subsequently renamed Matalan Finance Limited. Matalan Finance Limited has subsequently become a public limited company and is ultimately controlled by the Hargreaves family.



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

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