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Zumba selects Lectra Fashion PLM

Global dance-fitness leader implements Lectra's tech solutions to manage apparel product growth

Paris, April 30, 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 Zumba is implementing Lectra Fashion PLM to manage its active wear line.

Founded in 2001, Zumba is the largest dance-fitness company in the world with a following of 15 million fans in more than 180 countries. The lifestyle brand also designs, develops and sells apparel from active wear essentials to fashion-infused designs, offering a range of pieces that transition effortlessly from the studio to the streets.

“Our goal at Zumba is to grow a successful apparel brand that can transcend any space, whether fitness or every day life,” says Gabriel Bottazzi, President of apparel at Zumba. “Visibility and clarity are of major importance in the development process and Lectra seamlessly connects teams throughout the product development ecosystem. Partnering with Lectra is a smart investment for us as we continue on our growth trajectory and evolve our collections.”

Lectra Fashion PLM will be used for Zumba’s apparel line starting with design, incorporating product development and sourcing. This will allow for the brand to better manage efficiencies with factories to understand sample development process, fabrics and trims, lab dips and more.

“With a vast network of partners within the supply chain, we look forward to helping Zumba achieve their business objectives through the process expertise and advanced technology we are able to offer,” says Roy Shurling, President, Lectra North America. “We welcome the opportunity to collaborate with such a growing brand that promotes health and wellness throughout the world.”

About Zumba Fitness, LLC

Zumba Fitness is a global lifestyle brand that fuses fitness, entertainment and culture into an exhilarating dance-party workout. Known as the ultimate “fitness-party”, Zumba® classes blend upbeat world rhythms with easy-to-follow choreography, for an effective, total-body workout. Founded in 2001, the company is the largest branded fitness program in the world – reporting more than 15 million weekly participants, in over 200,000 locations across more than 180 countries. In addition to its original Zumba® program, the company also offers a variety of specialty classes, including: Zumba® Step; Zumba Gold® (active older adults); Aqua Zumba®; Zumba® Kids/Zumba® Kids Jr. (ages 4-11); and Zumbini® (ages 0-3). The Zumba® fitness lifestyle is rounded out by the company’s many consumer product offerings, including DVD sets, music collections, multi-seasonal apparel and footwear, video games and Fitness-Concert™ events. For more information about Zumba Fitness programs and products, or to find a live class, visit zumba.com. Find us on [Facebook](https://www.facebook.com/zumba) and, [Twitter](https://twitter.com/zumba).



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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.

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