Calzedonia

delivers new products faster with
Quick Estimate and **Quick Nest**

Calzedonia is meeting the 21st century challenge of finding innovative ways to accelerate their design and production process and increase their speed to market.

Calzedonia Group is one of the largest fashion retail brands across the globe.

This Italian swimwear and hosiery company was founded in 1986. Calzedonia is a subsidiary of the Calzedonia Group, which also owns Intimissimi, Intimissimi Uomo, Tezenis, Falconeri, Atelier Emé and SignorVino. The company, in a stage of international expansion, is facing the challenge of identifying the needs of their new customers and delivering the best products for their brands. Calzedonia wants to enable their designers to anticipate earlier the upcoming tastes and trends in the global stockings, swimsuits and lingerie market and to understand faster how their design decisions are driving customer choices.

> " The more markers we have to manage, the more saving time becomes essential. "

Scaling product development with global expansion

The Calzedonia Group is the main player in the industry in Europe and among industry leaders in other countries. Their activity spans across the entire product life cycle, from the design of their products to the production of their garments in their 20 proprietary factories and their distribution in their worldwide network of boutiques and stores. They have more than 36,000 employees worldwide and the Group's turnover in 2018 was €2,3 billion.

Calzedonia is seeking a product development solution that can scale with their global expansion and help them automate the design and production process to solve their challenge to deliver faster the innovative swimwear and hosiery designs that their customers want and expect from them.

Using cloud technology to accelerate product development and production process

Calzedonia worked in partnership with Lectra to fine-tune the development of two cloud-based tools, Quick Nest and Quick Estimate, to achieve a smarter and more efficient way of accelerating their product development and production process. Lectra collaborated with Calzedonia to increase the autonomy of their pattern and marker makers by optimizing the user experience of the tools to make them easier to use and better adapted to the operational changes in Calzedonia's workflow.

> " Thanks to Quick Nest and Quick Estimate, our product development time has decreased from 12 days to 10 days. That's a 17% gain in speed-to-market, which has resulted in a flow of many new products to our global network of stores. "

Time and cost savings:
accelerating the production process to deliver new designs faster

"We are 17% faster in delivering our products to market. Automating the nesting and fabric consumption steps in our material preparation phase has reduced the amount of time needed for making markers by nearly 80%. As a result, we are able to decrease operational costs and redirect our marker makers towards more valuable activities like optimizing the consumption calculation of ruffles and flounces used in trimming. We now produce our products in 10 days whereas before it took us 12 days."

Flexible and scalable:
expanding organizational capacity for growth and transformation

"To maintain our position as a market leader in the fashion industry, Calzedonia is always looking at ways to help our designers deliver the best solutions for our brands. In alignment with our belief in continuous improvement—to become a faster and more efficient organization—we are pleased to find a solution like Quick Nest and Quick Estimate that can scale with our global expansion and is flexible enough to adapt to future changes. Calzedonia plans to extend the use of these tools to all our brands and production plants.

> "
> With the new Lectra Cloud application Quick Nest, we can attain 80% time-savings compared with our current process. The application is also easy to learn and use.
>
> **Riccardo Romani**
> **Director of Production**
> "

Intuitive and easy to use:
improving operational efficiency by automating low-value processes

The tools' simplicity and ease-of-use enable our pattern makers to gain confidence in their ability to define accurately fabric consumption costs without having to wait for input from marker planning. We are now able to achieve 70% of our fabric consumption calculations from our pattern makers who are working autonomously. This is a big improvement on the decision making process of their job. Our pattern makers can now discover almost immediately how to modify their styles to reduce fabric consumption costs while still maintaining the same "wearability" of the design model."

A strategic partnership

"We met regularly with Lectra, working together, to find a useful solution, modified to our business needs, functionality requirements and appropriateness for all the types of garments that we produce. Through this collaborative process, Calzedonia has come to see Lectra as a strategic partner and its technology as a key resource in helping us to be successful in speeding up our product development cycle."

Giulio Romanelli
Production Technical Department Engineer,
Calzedonia

"
Our designers are now able to identify fabric consumption costs in-real time. As a result, we produce style modifications, test new styles and prepare design samples faster and develop new collections weekly.
"

Lectra Solutions

QUICK NEST

QUICK ESTIMATE

LECTRA.