

# GGZ

Propels its brands with Modaris



CUSTOMER STORY

LECTRA®

# GGZ

**Markets** Womenswear

**Location** Italy

A family business established in 1968, GGZ has been developing **100% Italian-made products for more than 50 years.**

Originally a small third-party manufacturer, GGZ now services over **2,000 international clients** and has launched its own in-house fashion brands: Vicolo, a fast-fashion label founded in 1992, and Solotre, a womenswear brand established in 2015.



## Challenge

Known for high-quality wool and cashmere blends that stand the test of time, GGZ needed a way to **increase its production output** and **diversify styles without sacrificing quality**, so that Vicolo could compete in the fast-fashion marketplace and grow internationally. With 1,250 styles a year to develop for the brand, the stakes were high.

## Solution

GGZ adopted Lectra's Modaris Expert patternmaking software and replaced their manual pattern development process with a **fully automated, streamlined product development process.**

The change created a more efficient workflow and allowed for clearer communication between pattern development teams, saving time and giving the company the **flexibility** and **agility** it needed to be a serious fast-fashion player.

Lectra Solutions  
**MODARIS**

# 01

## MANUFACTURING FAST FASHION

Fashion company GGZ produces over two million pieces annually and is present in 150 countries. The Italian manufacturer recently worked with Lectra to streamline its patternmaking process, in response to new challenges it was facing in the fast-fashion marketplace.

In addition to its manufacturing activities, GGZ develops two in-house fashion lines for women every year: Vicolo, a fast-fashion brand, and Solotre, a casualwear line. GGZ oversees the purchase of all raw materials, as well as collection design and development, including patternmaking and prototyping.

Cutting, sewing and ironing are outsourced to a network of specialized partners, which **allows the company to focus its resources and energy on optimizing product development.**

GGZ's decision to expand into jersey fabrics, and enter the fast-fashion marketplace with Vicolo, spurred the company to **invest in technology that would make its process more efficient.**



*"Now that we have a more efficient development process, we're going to focus on developing our presence overseas."*

**Nicoletta Stona**  
Patternmaking Manager

## 02

STEPPING INTO  
HIGH GEAR

For its fast-fashion offer to be competitive, GGZ must adhere to a short product lifecycle and low price points in order to **attract young, fashion-forward consumers**.

The need to develop new designs—1,250 every season—is an ongoing challenge. The company turned to Lectra for help with refining and streamlining their patternmaking and prototyping processes.

*“When we met with Lectra, their experts showed us how the solution could provide our company with a better, faster way of working.”*

**Nicoletta Stona**  
Patternmaking Manager

## 03

PROCESS  
IMPROVEMENT

GGZ’s most pressing need was to **improve their product-development process**: patternmaking and prototyping teams were doing everything by hand.

The company decided to adopt Modaris Expert, reducing its time to market and channeling the hours of precious time saved back into high-value activities like collection analysis and design. “Modaris Expert allows us to perform better under increasingly tighter deadlines, so that we can keep up with fashion trends.” says Nicoletta Stona.



*"We are confident that Lectra's proven ability to adapt to our changing needs makes them the right choice as our technology partner."*

**Nicoletta Stona**

Patternmaking Manager at GGZ



04

## A FOUNDATION FOR SUCCESS

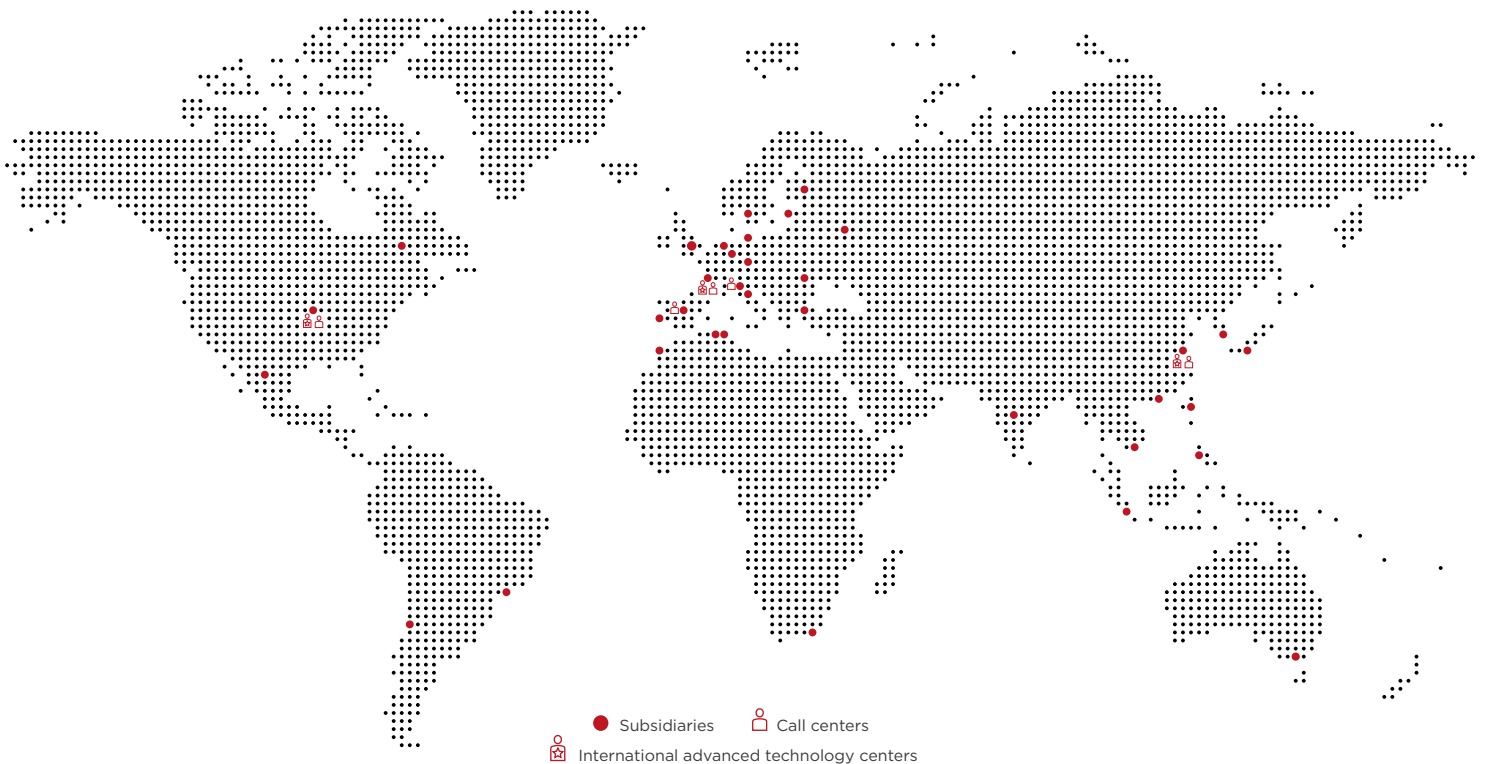
GGZ is thrilled with what their partnership with Lectra has done for their product development process over the last five years. "Modaris Expert allows us to **perform better under our increasingly tighter deadlines**, so that we can keep up with fashion trends and deliver novel designs that our consumers will want to find in their favorite shops," says Stona.

The Italian company's success with the patternmaking software has paved the way for exciting future projects, which include adopting Modaris Expert 2D and Modaris 3D.

As GGZ pursues its goals for **international expansion**, it plans to continue working with Lectra to **streamline its collection development process, reduce lead time and control costs**.

Lectra offers the expertise, technology and industry knowledge to support you, starting with the definition of a solution suited to your needs and throughout the life of your cutting room, from implementation to support and process optimization.

## Empowering customers through industrial intelligence



### About Lectra

For companies that breathe life into our wardrobes, car interiors, furniture and more, Lectra is crafting the premium technologies that facilitate the digital transformation of their industry. Lectra's offer empowers brands, manufacturers and retailers from design to production, providing them with the market respect and peace of mind they deserve.

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