

Tartine et Chocolat



CUSTOMER STORY

LĒCTRA®

TARTINE ET CHOCOLAT PRESENTS ITS LATEST SOLUTION: KUBIX LINK

Only a PLM software such as Kubix Link can offer all the tools required to **optimize and perfectly manage each stage of the product life cycle**. **Integrated to an ERP, it streamlines processes and eliminates redundant tasks**, allowing the Tartine et Chocolat teams to save time and focus on what really matters, as well as value-added activities.



Tartine et Chocolat
MAISON FRANÇAISE DE MODE ENFANTINE

Company's profile

With a name that evokes wonderful and delicious childhood memories, Tartine et Chocolat **has represented French style in children's fashion since 1977**. The company creates elegant and timeless collections that use high quality materials and has made the tender memories of childhood its trademark with Ptisenbon, the very first fragrance for babies created in collaboration with Givenchy. A true visionary brand, Tartine et Chocolat does not limit itself to children's clothing and is gradually extending its range of soft and cuddly products to the baby's bedroom, with comforters, nursery accessories and furniture.

Émilie Zannier has been Executive Director of Tartine et Chocolat since 2004, when it was taken over by Roger Zannier. **In keeping with the premium positioning of the brand known for its refined materials and perfect finishes**, the artistic director perpetuates its French elegance while bringing a breath of fresh air to keep the brand bang on trend.

Lectra's solution
KUBIX LINK

The challenge

Due to external factors, Tartine et Chocolat's IT provider put an end to their partnership at the end of 2020 and the brand had **a 6-month reversibility period to rebuild its entire information system** (ERP, PLM, etc.).

Tartine et Chocolat then had two options, an all-in-one solution from a service provider offering native ERP/PLM integration or using two service providers to benefit from the best ERP and the best PLM systems on the market. When choosing Lectra, Tartine et Chocolat chose the "best of breed." The transformation of its IT system was an opportunity **to invest in new high-performance tools capable of helping its teams improve their efficiency and strive towards excellence, thus reflecting the brand's high-end positioning and size (SME)**. Tartine et Chocolat was provided, within the expected deadline, with best-in-class integrated tools that are also accessible in SAAS mode.

As it is essential for a luxury brand to enjoy full control of its creative process and efficiently connect the design and industrialization phases, a solution like Kubix Link PLM seemed the obvious choice.



The solutions provided by Kubix Link PLM

Tartine et Chocolat wanted its brand to benefit from **premium quality tools and services to make sure that the solutions and systems implemented within the new organization were sustainable.** Throughout this transition, Emilie Zannier was looking to be supported by a leading market player, recognized for its reliability and excellence, in accordance with the DNA of the brand, which considers that the quality and perfect control of the implemented tools are major performance levers. In order to achieve this, partnering with Lectra seemed the obvious choice.



Tartine et Chocolat chose Lectra for **the reliability and agility with which it was able to connect the brand's PLM and ERP systems.** A key element in the project, the existing integration with the Orli Web ERP system thanks to the Kubix Link/Orli template was one of Lectra's strengths.

"We were already familiar with Lectra tools, which have become increasingly user-friendly over time, particularly when used by our design teams. Choosing a reference player in the market was also the guarantee for us that their business capabilities would save us from using several specialized solutions and would cover all of our needs natively. And of course the integration with our business ERP was also one of our priorities. "

Émilie Zannier,
Executive Director,
Tartine et Chocolat





“These changes to our information systems are really impactful and require a team buy-in, and Lectra was able to reassure us about the connection between our PLM and ERP systems.”

Émilie Zannier,
Executive Director,
Tartine et Chocolat

Lectra’s response

Equipped with a new integrated IT system whose quality, technology, performance and durability are guaranteed by Lectra, **Tartine et Chocolat benefits from an adapted solution with an agile implementation that also integrates CAD software tools.** With the ultimate goal being to better manage its creative process, both in terms of visibility, compliance with deadlines, time devoted to value-added tasks and more visual tools for the creative and graphic design teams, the brand is delighted to have once again placed its trust in Lectra.

ABOUT Lectra KUBIX LINK

An ecosystem designed for fashion, Kubix Link combines data lifecycle management (PLM), product information management (PIM) and digital asset management (DAM) to enable companies to collect, process and share consistent product information on one single cloud-based platform. Kubix Link improves collaboration thanks to a user-friendly interface that is easy to understand and use, offers endless configuration possibilities and a familiar feel. This solution thus contributes to improve the consistency and efficiency of the product development process, helps teams work smarter and market more quickly products that better meet consumer expectations.

[FIND OUT MORE](#)