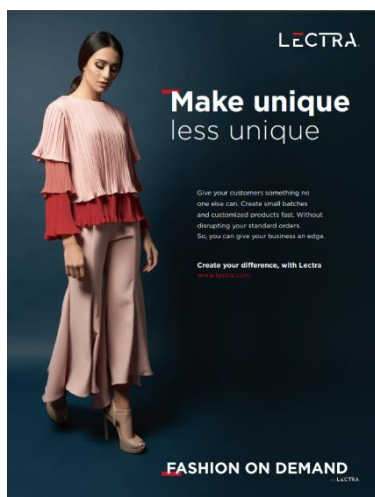


Fashion On Demand by Lectra wins over high-profile clothing makers

In the face of fast-moving trends, internationally renowned brands gain the agility crucial to their business success with Lectra's cloud-based solution

Paris, August 25, 2020 – The fashion industry is among the hardest hit by economic fallout of the COVID-19 pandemic.* To cope with this unprecedented crisis, many clothing makers had no other choice than to reinvent themselves. Their forcibly imposed transformation is due in part to the industry's lagging digital transformation.



Today, focus has shifted from producing increasingly greater quantities of merchandise to producing perfectly on-trend designs more efficiently and in line with brand commitments. For some industry players, this would appear to be an about-face. The main challenge is to deliver a consistent level of quality while remaining in control of manufacturing processes. Meeting this challenge is precisely what drove major clothing makers to adopt [Fashion On Demand by Lectra](#). These companies can now turn orders around quickly while controlling production costs and meeting high standards of operational excellence and finished product quality. Lectra's disruptive digital technology also allows these companies to capitalize on emerging opportunities owing to customization's growing popularity.

Designed in accordance with Industry 4.0 principles, Fashion On Demand by Lectra enables clothing makers to streamline many of their processes and manage complex individual orders at all stages of production, from product development to receipt of orders and fabric cutting.

Lectra, a strategic partner for successful made-to-order manufacturing

In Europe, many premium clothing makers have chosen Fashion On Demand by Lectra to manage patterned fabric more efficiently, like [Belles Roches Couture](#)—a garment manufacturer making made-to-measure women's ready-to-wear fashion—as well as internationally renowned fashion houses such as [Emmegi Confezioni](#), [Brioni](#), [Ermenegildo Zegna](#) and [Turnbull & Asser](#). The cloud-based solution automatically manages handling requirements for any type of fabric throughout the production process, enabling clothing makers to turn out on-trend merchandise faster, without compromising on quality.

Fashion On Demand by Lectra also gives these companies greater operational agility while reducing their time to market. “*We enjoy greater transparency at every step in our value chain,*” observes Maurizio Bonacina, founder of Emmegi Confezioni. “*We've considerably reduced our production lead times, and cutting patterned fabrics is now as quick as cutting plain fabrics.*”

Hong Kong-based [TAL Apparel](#)—one of the world's largest garment manufacturers and a company whose success is built on innovation—and France-based [Balsan](#)—a Marck Group subsidiary and major player in the uniform and work wear market—have both chosen Fashion On Demand by Lectra to automate their supply chain and accelerate production processes, as part of their made-to-measure

business model. “We used to have to process each order on a case-by-case basis, which wasted a lot of time,” recalls Stéphane Quiniou, Industrial and Quality Director at the Marck Group, Balsan’s parent company. “With Fashion On Demand by Lectra, we’ve improved our overall performance and recorded a 7% gain in productivity.”

Faster time to market enabled by greater supply chain agility

Fashion On Demand by Lectra enables simultaneous, concurrent execution of multiple individual orders as well as production rule automation. “We wanted to develop our made-to-measure production activities, which meant managing more orders and alterations,” explains Delman Lee, CEO and Technical Director of TAL Apparel. “We also needed to guarantee the efficiency of our markers and ensure accurate pattern matching. We were therefore looking for a solution that could meet these challenges, from order processing to cutting. Lectra has given us complete satisfaction.”

Canadian aviation clothing maker Stephan/H, and Swedish nautical wear brand Henri Lloyd have also adopted Fashion On Demand by Lectra to accelerate their customization process. Both brands needed to grade complex patterns faster and manage multiple colors and components with greater agility. They now have a better overview of all manufacturing processes, from receipt of orders to cutting, enabling their personnel to share data in real time, prevent errors and make decisions faster. With this innovative solution, Stephan/H and Henri Lloyd have improved collaboration between their product development and production teams, while maximizing material savings.

“Whether they produce customized items or limited editions, our customers all endeavor to make high-quality products,” states Céline Choussy, Chief Marketing & Communications Officer, Lectra. “We’re proud that such high-profile brands have chosen Fashion On Demand by Lectra to achieve that goal. Their choice also attests to the solution’s versatility, since it meets the needs of companies in different segments, from women’s wear to work wear. We’re confident our solution will help them sell the right products at the right time.”



* According to management consulting firm McKinsey & Company, the crisis has deepened the digital divide, with declines in purchase intent of 59% offline and 36% online in Europe as of the third week of lockdown.

To learn more about Fashion On Demand by Lectra, watch our [video](#).

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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. Founded in 1973, today Lectra has 34 subsidiaries across the globe, serving customers in over 100 countries. With close to 1,800 employees, Lectra reported revenues of 280 million euros in 2019. Lectra is listed on Euronext (LSS).

For more information, please visit www.lectra.com.

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