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## **Equipped with Lectra Fashion PLM, Marèse is Awarded the PLM Trophy 2010**

**Paris, February 18, 2010** – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—textiles, leather, industrial fabrics and composite materials—, is proud to announce that Marèse, equipped with Lectra Fashion PLM, a solution specifically designed for the fashion market, has won the PLM trophy 2010 for best project.



The trophy was awarded during the PLM festival ([www.journeedulplm.fr](http://www.journeedulplm.fr)) held on February 4, in Lyons (France) by Espace Numérique Entreprises, Atelier Inter-établissements de Productique Rhône-Alpes Ouest (AIP Priméca RAO) and Cluster GOSPI. It is given in recognition of an exemplary or innovative PLM project. Marèse, represented by Christophe Loupias, Deputy CEO, beat six other companies also competing for the trophy.

A small, family-run business created in 1969, Marèse has always placed innovation at the heart of its development strategy. Since its inception, the company has played a pioneering role in the world of children's fashion design and distribution. Today, it sets the industry standard in ready-to-wear clothing for children of up to 14 years under its brand names Marèse, Repetto, Ooxoo and Teddy Smith.

Five years ago, the acceleration of information communication and growing competition spurred Marèse to devise and develop a new design and distribution concept based on a system of affiliating independent, multi-brand customers. Currently, 90% of its customer base is composed of affiliates. To further support this evolution, the company decided to undertake a profound transformation, completely revising its development processes in order to improve efficiency and increase profitability.

It was within the framework of this complete overhaul, begun in July 2007, that Marèse opted for Lectra Fashion PLM, with the goal of greatly accelerating its product lifecycle and reducing collection development times.

A key point of the project was the adoption of Lectra Fashion PLM by the Marèse teams. "The integration of Lectra Fashion PLM was very rapid, which is extremely important for a small business like ours," explained Christophe Loupias, Deputy CEO of Marèse. "We didn't have time to busy our teams for two months with learning the new technology. In the end, it only took us two days per person."

The complete transformation of its development process, which included the introduction of Lectra Fashion PLM, enabled Marèse to greatly increase its productivity and benefit from a number of other advantages. Most notably, the company has been able to cut its product development time by nearly half. Where it previously took more than 450 days, Marèse can now produce some designs—from the first sketch to the store shelf—in just 250 days. Furthermore, ultimately 100% of the products made by Marèse are now sold and therefore generate profit, which is particularly important for the company.

"Through the PLM festival, I had the chance to meet companies evolving in other sectors such as agro-foods and aerospace. PLM solutions designed for the automotive sector or originating in other markets are totally unsuited to our business," explained Christophe Loupias. "Our textile activities have some major peculiarities such as the constraints associated with fast fashion and the need to manage a large number of references. In addition to this there are, for example, particular concerns associated with managing product sizes and colors. It's therefore necessary to work with specialists who know and can deal with all of these parameters. Lectra's perfect understanding of the specific attributes of the fashion market met one of our most important demands. Any fashion company that tries to implement a PLM solution that is not specifically created within the textile industry will meet with inevitable failure."

The collaborative approach introduced by Marèse will soon be rolled out elsewhere. The company plans to deploy Lectra Fashion PLM in its main Asian suppliers and sub-contractors by the end of 2010. They will then be able to access and track all data in real time, delivering a faster and more streamlined system. Marèse estimates that it can achieve a time savings of about 30% for the same development capacity.

#### **About Marèse**

Marèse, a leader in children's clothing, has revolutionized children's fashion with its trendy and playful style. It offers two collections per year for children aged 0 to 14 years. Each collection consists of 450 references, representing two million articles per year.

For more information, please visit: [www.marese.com](http://www.marese.com)

#### **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 \$214 million in 2009 revenues. The company is listed on Euronext Paris.

For more information, please visit [www.lectra.com](http://www.lectra.com)