FOR IMMEDIATE RELEASE

Contact – Lectra Headquarters / Press Dept.: Nathalie Fournier-Christol
Email: *n.fournier-christol@lectra.com*
Tel.: +33 (0)1 53 64 42 37 – Fax: +33 (0)1 53 64 43 40

Lectra rewards AMFI students for projects created with 3D technology

Lectra solutions encourage creativity and help prepare future fashion professionals

Paris, February 28, 2013 – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—textiles, leather, industrial fabrics, and composite materials—has organized with AMFI-Amsterdam Fashion Institute a design contest for students using Lectra's 3D pattern-making solution, Modaris®, for the fourth consecutive year.

Lectra and AMFI gave students the opportunity to create a mini-collection powered by Lectra solutions, which reinforced concepts emphasized as part of AMFI's education program. Luna Mijnheer took away the Fashion & Design first prize, ahead of Jazz Kuipers. In the Fashion & Management category, Sanne Vissers and Yasmin Groot won, with Denise Bink and Ruud van Esch coming in second. All the prizewinners received a Modaris license in order to continue with their fashion projects.

Lectra and AMFI, education partners since 2007

For more than 20 years, AMFI's education program evolved in the fashion industry by balancing a combination of creative innovation and technological know-how. Lectra, with its strong commitment to education in the fashion industry, is proud to be a partner of AMFI.

AMFI's Digital Body Sculpture program centers around virtual 3D prototyping, which has quickly become a critical element in their teaching. By viewing designs in 3D with Lectra's Modaris, students can more easily understand pattern construction while seeing styles come to life. By playing with the combination of silhouette, color, fabric design and fabric type, students learn to define proportion while also judging fit. Because modifications are then visible in real time on both the flat pattern and on the 3D prototype, there is more interaction and creative options can be explored freely.

3D prototyping has had a positive impact on the quality of designs and cut and has also instilled students with more and more enthusiasm every year. "Students work with a 3D virtual prototype to adjust and finalize designs, or to explore new creative paths, which improves the speed and accuracy of their work," highlights Leslie Holden, head of the Fashion & Design and Fashion & Management departments. "With Lectra, we train students who then go into the industry and improve the development process and help evolve how the fashion industry works."

About AMFI-Amsterdam Fashion Institute

The AMFI-Amsterdam Fashion Institute offers three Bachelor's degree programs which prepare students for key positions in the international fashion industry. AMFI provides the only course in the Netherlands that teaches all facets of the fashion industry. Students choose to specialize in either Fashion & Design, Fashion & Management or Fashion & Branding and graduate with a Bachelor's Degree in Fashion Technology. There is also an international curriculum, AMFI International.

For more information, please visit www.amfi.hva.nl

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 1,350 employees and $256 million in 2012 revenues. The company is listed on NYSE Euronext.

For more information, please visit www.lectra.com

® Modaris is a registered trademark of Lectra.