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**CISMA 2013, September 25-28, Shanghai, China  
Lectra: Hall E1, Booth D02**

**Lectra presents its vision of a modern fashion business model  
at CISMA 2013**

**Paris, September 25, 2013** – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—fabrics, leather, technical textiles and composite materials—has presented its strategic vision for Chinese apparel manufacturing companies who are continuing to capture the country’s evolving consumer market during CISMA 2013 (September 25 to 28, 2013, Shanghai, China).

On September 25, Lectra held a press conference during which Daniel Harari, Lectra CEO, Anastasia Charbin, Fashion Marketing Director, and Andreas A. Kim, Managing Director of Lectra China, shared their perspectives on this rapidly evolving market and offered solutions for Chinese companies seeking ways to expand their business activity. Many of these companies were traditionally manufacturers but are now evolving into what Lectra calls a hybrid business model that is, companies with manufacturing roots that now also count design, development and/or retail as part of their activities. In this context, how Chinese companies keep pace is a key issue.



“The world is changing rapidly and nowhere is this more true than in China. Increasing wages and growing purchasing power are giving rise to a powerful, new consumer base that is hungry for fashion. Western brands have led the way, but this maturing consumer is demanding innovative style and increased product choice. These will be key points of differentiation as companies battle for their share of China’s domestic market,” said Daniel Harari.

“Chinese consumers are now becoming true fashion aficionados. Clothing oneself is no longer enough and there is definitely demand for fresh styling, improved sizes, and overall better fit and quality,” says Anastasia Charbin. “There has been a seismic shift in the fashion landscape and more and more manufacturers are now dabbling in branding and retail.”

“Those who have already made this transition are finding that the Chinese consumer has evolved and is far more sophisticated than 10 years ago. They are now more design sensitive, which means that anyone aiming to sell to the Chinese market needs to compete in a drastically different way. A combination of technology and smart business processes will be crucial for them to quickly integrate these new areas of expertise,” concludes Andreas A. Kim.

To explain how a company can transition from simply producing apparel and become a true fashion brand, Lectra also distributed a white paper on the subject. The paper explores how the changes taking place in China are contributing to a shift in focus from manufacturing to design and development, emerging areas of expertise and how advanced technology can support this transition.

#### **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.

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