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Daniel Harari analyses the future of the textile and fashion industries

Lectra's CEO spoke at the World Fashion Convention organized in Shanghai by the International Apparel Federation

Paris, October 1st, 2013 – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—fabrics, leather, technical textiles, and composite materials—is pleased to announce that Daniel Harari, Lectra CEO, took part in the 29th World Fashion Convention, organized by the International Apparel Federation (IAF) on September 23 to 27 in Shanghai. The IAF's aim is to promote meetings between key players in the apparel industry in order to encourage dialogue and share knowledge.



This edition was the first to take place in China. International experts, from production, brands, and distribution, focused on the theme “How to create value throughout the global fashion supply chain?”

Invited to express his views during the inaugural session, Daniel Harari put forward his answers to the fundamental question: “How to build the future in the new international context in the textile and fashion industries?”

Drawing on Lectra's central position in the worldwide textile and leather economies, which have given Lectra a 360-degree view of geographic and sectorial markets, Daniel Harari presented his analysis of the strategies the key players in the sector have carried out with success. “For several years, I have observed the emergence of companies that are developing a hybrid business model at the boundary between brand, distributor and manufacturer. They often stand out by taking advantage of the best of each world, while having different business models for each one of them. I think the same is true of the big fast fashion brands and Chinese manufacturers who are now developing their own brands, sometimes even in the international markets,” commented Daniel Harari.

“The fashion industry has undergone much faster and more profound changes than most other sectors, and Lectra knows how to address them owing to its expertise,” he concluded. “Our ambition is to help our customers to reinvent the rules of the industry by adding value to companies that are rethinking their business plan in a shifting environment, as this value is more lasting than technological advances alone. It seems essential to us to accompany fashion companies during this transformation.”

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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