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DBA adopts Lectra Fashion PLM V3 to manage collection lifecycles

Paris, June 21, 2012 – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—textiles, leather, industrial fabrics, and composite materials—is pleased to announce that the DBA Group has chosen Lectra Fashion PLM V3 to support a strategic change initiative intended to boost innovation, competitiveness, and quality of service.

The multinational DBA Group is the European leader in lingerie, hosiery, and undergarments for men and women. The Group's brand portfolio includes DIM, Playtex, Wonderbra, Nur Die, Abanderado, and Loveable. For more than 20 years, DBA has successfully leveraged Lectra's apparel design and development solutions to create, produce, and distribute products. Over the years, a strong partnership has developed between the two companies.



Faced with a constantly fluctuating textile market, the stakes for DBA are high: develop full visibility in order to strengthen control over development cycles and increase the capacity to deliver high quality, innovative products to consumers.

DBA plans to reorganize operations and focus its expertise on harmonizing and improving product development across brands.

"We chose Lectra because they place the same emphasis on customer satisfaction and market needs," explains Xavier Lepingle, Chief Operations Officer at DBA. "In our apparel business, it is critical that we remain flexible in order to keep pace with the unpredictability of the market. At the same time, we must structure our internal process and give our teams the power to direct their energy more efficiently, thereby turning our flexibility into a competitive advantage."

Lectra Fashion PLM will help manage the micro details of collection development while also maintaining a bird's-eye view. "Changes in the market and in consumer expectations have led us to change our business model to optimize our organization to achieve shorter time to market," says Xavier Lepingle. "Our teams need to be able to manage assortments and development costs as well as manage collections with different suppliers without sacrificing quality."

"We feel privileged to be part of the strategic change at DBA. Our past relationship makes us immediate stakeholders in the success of this project and we are both committed to a long-term partnership," says Bruno Mattia, Director, Strategic Accounts Fashion, Lectra.

"With Lectra Fashion PLM, the DBA teams will be able to spend their time proactively managing projects, which will be a major strength and allow us to grow our business," sums up Xavier Lepingle.

About DBA

DBApparel designs, manufactures and markets branded ladies and men's intimate apparel with such well-known names as DIM, Playtex, Wonderbra, Nur Die, Lovable, and Abanderado. With key market positions in France, Germany, Italy, Spain, the United Kingdom, and throughout Central Europe, products are sold through traditional trade channels (department stores, retailers, wholesalers, and mail order) as well as specialized chain stores and mass market retailers.

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 \$287 million in 2011 revenues. The company is listed on NYSE Euronext.

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