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## **Lectra holds its 6<sup>th</sup> International Education Congress**

### ***Lectra links key education partners and Italian fashion companies***

**Paris, December 17, 2013** – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—fabrics, leather, technical textiles and composite materials— recently hosted its sixth annual Education Congress. The Congress brought together over 55 professors, department heads and directors from 34 fashion schools and universities from all corners of the world.

Lectra's Education Congress was held in Milan, Italy, where Lectra has been present for over 30 years. "This Congress was a fantastic opportunity to exchange with our education partners and share industry expectations for fashion graduates and future professionals," says Caterina Rorro, Marketing Director, Lectra Italy.

Delegates visited Dolce & Gabbana's product development and production facilities located outside of Milan, accompanied by Luca Robba, Technology Development Manager. He emphasized Dolce & Gabbana's constant search for talent and the importance of merging technology and craftsmanship to maintain the company's DNA.

"Having a generation of talent who are well-grounded in technology and are also eager to learn and gain hands-on experience is an absolute must for our company," added Silvano Vaghi, HR Director, Dolce & Gabbana. In Silvano Vaghi's speech on the importance of adequate fashion-specific training, he explained the need to constantly seek highly skilled talent for all areas of the luxury business, from pattern makers trained in the latest technology, to well-rounded dressmakers and quality control operators.

"This Congress is an eye-opening experience that allows us to see how companies work and how we can better train our students to match their needs," says Tracy P.Y. Mok, Associate Professor at the Institute of Textile & Clothing of Hong Kong Polytechnic.

The Congress also touched on the theme of 3D which is becoming a major tool in a company's product development arsenal. Paola Bianchi, CEO of the Italian womenswear brand Mimoska, explained how that company relies on Lectra 3D solutions to enhance creative designs. Bianchi emphasized the importance of maintaining style development and fit while not losing sight of quality in order to keep consumers loyal and drive repeat business.

Borås Textilhögskolan (Sweden) and Niederrhein University (Germany) lecturers also shared 3D teaching best practices. They push students to get on board with leading edge technologies to increase their skillset.

"We've just started to teach Lectra 3D technology. It's really stimulating to see how students have taken to it. It will also undoubtedly open up job options for them," says Patricia Grice, Senior lecturer in Fashion design technology at the Arts University Bournemouth (UK).



Luca Robba, Technology Development Manager, Dolce & Gabbana, presenting the product development office to Lectra's Education Congress delegates.

The Congress also featured the Mittelmoda fashion show, an international design competition.

“It is important for students to have opportunities to showcase their work, and we continuously support them in this way. Mittelmoda offers students great visibility and can help launch their careers,” says Anastasia Charbin, Worldwide Fashion Marketing Director, Lectra.

Among the collections highlighted, Lectra gave three special awards: Gianluca Viscomi and Alessandro Canti, from the school Afol Moda in Italy, won the prize for the most creative collection; Virginia Burlina, from the Royal Academy of Fine Arts of Antwerp, was awarded the best experimental and research collection prize; and Maddalena Mangialavori, from the London College of Fashion, won the Lectra Fil Rouge Défilé Award for the best design developed with Lectra design solutions.

#### **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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