

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 Fashion PLM supports Façonnable in its French-chic brand strategy

Façonnable seeks to boost business growth with harmonized collection development

Paris, December 4, 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 Façonnable has successfully implemented Lectra Fashion PLM to streamline collection development and preserve brand heritage, both prerequisites for driving a strategy of top line growth.

Founded in the 1950s by Jean Goldberg, Façonnable was acquired by M1 Group in 2007. The world-renowned company with a global presence is enjoying a new era that brings with it a long-term vision to increase brand equity. Façonnable's brand value is firmly rooted in style, quality and fit; preserving this chic French Côte d'Azur foundation while developing new lines for men and women and expanding into new territories is central to the company's strategic growth plan. However, it requires organization and structure that Façonnable strived to enhance.



Façonnable chose to implement Lectra Fashion PLM throughout product development to improve communication and monitor development in a way that would keep brand strategy consistent from design to final product. With strategy clearly defined and communicated from step one, Façonnable can now develop collections knowing that quality standards are clear and that selections will accurately reflect the brand in core regions as well as new territories.

Company-wide change to align business strategy with creative vision

The motivation to adopt Lectra Fashion PLM came from organizational challenges which threatened to undermine product quality, deliveries, and business development. "There wasn't a standard workflow before; this is now 100% controlled," says Peter Nyhan, Merchandising Director, Façonnable. Lectra Fashion PLM has aligned the business and creative departments to help strengthen the brand and enable growth.

Lectra Fashion PLM has had an impact at every level of Façonnable's organization, from Line Planning to Production, helping to monitor collection development and keep pace with the company's strategic goals. "With Lectra Fashion PLM, we now have a common thread running through the company that allows us to be more professional and more precise," says Amélie Serri, Product Manager, Façonnable.

"The main reason we sought a PLM solution was to streamline the product development process in the context of seasonal calendars," explains Allison Smith, Calendar and Special Project Manager, Façonnable. This not only saves time and confusion, it is helping Façonnable achieve their financial objectives as well. "One of the biggest improvements has been the ability to control cost from the beginning," explains Guilaine Ipert, Director of Production, Façonnable.

"We are pleased to count such a prestigious brand among Lectra's fashion customers," says Daniel Harari, Lectra CEO. "Like us, they are building the future on their legacy. We hope to continue to play a key part in their development through our full range of advanced solutions."

About Façonnable

Founded in the 1950s by Jean Goldberg, Façonnable has long been one of the most celebrated international menswear brands worldwide thanks to its refined collections of classic French tailoring and resort wear. Acquired by M1 Group in 2007, Façonnable is enjoying a new era that brings with it a long-term vision to increase brand equity. By championing its chic French Cote D'Azur origins and recommitting itself to quality craftsmanship, Façonnable has begun to reap the rewards of the new strategy. "This is a very exciting moment for Façonnable," says CEO Moustapha El Solh. "We've worked hard to create collections that are fresh, beautifully executed and true to the brand's rich heritage. People are really responding to them."

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.

For more information, please visit www.lectra.com