

Contact – Lectra Headquarters / Press Dept.: Nathalie Fournier-Christol  
Email: [n.fournier-christol@lectra.com](mailto:n.fournier-christol@lectra.com)  
Tel.: +33 (0)1 53 64 42 37 – Fax: +33 (0)1 53 64 43 40

## Lectra announces Lectra Fashion PLM V3R3

### *Bridging creative and product development teams*

Paris, January 16, 2014 – 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 the release of Lectra Fashion PLM V3R3, which introduces significant improvements for collaboration and transparency.

“The world keeps evolving quickly. Economic and social changes are continuing to highlight fashion companies’ needs for control and flexibility. Integrating design and product development talent seamlessly into the fashion and apparel organization allows companies to explore new territory, in terms of increased creativity and improved efficiency. Team alignment and collaboration are prerequisites for business growth,” says Daniel Harari, Lectra CEO.



“Lectra Fashion PLM V3R3 supports teamwork by privileging visual communication and sharing at each step of the development process. We have drastically improved the user experience to remove roadblocks to collaboration. We are looking to cater to the needs of both the creative and technical personalities found within a fashion or apparel company,” adds Anastasia Charbin, Lectra fashion marketing director. “By integrating Lectra Fashion PLM connectivity into Adobe Illustrator, these users can stay within their comfort zone. They are free to create in Illustrator and also share and exchange with the Lectra Fashion PLM platform community in a seamlessly intuitive way. We have made it fun.”

### **Lectra Fashion PLM supports teams to design the right-the-first-time product**

With Lectra Fashion PLM V3R3, teams are connected to the product development ecosystem from the beginning of the product conceptualization stage. Users can create and share information visually, from style to technical data without leaving their native environment, through a common platform and a unique file. Creative and technical designers can add product specification information directly from Adobe Illustrator, reducing the time usually spent on file management and minimizing the risk of working on an old version of a file.

Bringing creative designers, technical designers, and product developers into Lectra Fashion PLM favors teamwork, while both respecting each contributor’s work preferences and helping them perform tasks with tools they already know well. “We have taken great care to keep the user experience as aligned to Adobe Illustrator as possible and to fit Lectra Fashion PLM seamlessly into this environment,” explains Anastasia Charbin.

In addition, there are other significant new improvements in this latest release of Lectra Fashion PLM such as a deeper integration of Lectra’s 3D virtual product sampling. 3D samples increase design options while reducing the number of physical prototypes needed therefore cutting cost and time to market, which results in better looking and better fitting styles.

Design and product development teams can now, by visualizing the style virtually in 3D, work collaboratively within a common workspace. They can review several design options, check fit for multiple sizes and work efficiently on modifications by adding annotations to 3D snapshots. They can also use live messaging.

This collaborative platform also enables extended teams to have direct access to this shared information, and get the same level of information, in real-time.

Shared information is also a powerful tool for management teams. Decision-makers can approve styles from realistic simulations without having to wait for a first physical prototype, which facilitates earlier decision-making and helps to design right-the-first-time products.

Along with better collaboration, embedded knowledge allows teams to focus on creating innovative products and solving problems rather than on spending time searching for details or verifying the reliability of information.

With Lectra Fashion PLM V3R3, industry norms, standards and best practices have been added such as new color libraries, testing templates and care labels, thus boosting productivity and freeing users to pursue more complex, value-added tasks.

By including more compliance templates and lab test listings in its standard libraries, Lectra demonstrates its ongoing commitment to streamline the product development process by, for example, addressing day-to-day regulatory challenges.

#### **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.

For more information, please visit [www.lectra.com](http://www.lectra.com)

Adobe and Adobe Illustrator are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.