

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

Trans-Global Merchandise adopts Lectra Fashion PLM to improve product development workflow and communication

Paris, January 10, 2013 – 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 Trans-Global Merchandise (TGM) is adopting Lectra Fashion PLM.

TGM was founded in 1966 in Japan as a wholesaler of imported European goods and is now a well-established fashion brand and retailer of women’s wear for the mature consumer. TGM, known for high-quality and unique designs, features bold motifs in a variety of textures. They regularly invite customers to view collections still in development in order to gather feedback, which they find is very important to crafting a product that meets customer expectations. Fans value TGM’s fresh designs, but also love the fit that flatters a mature woman’s figure.

The multichannel growth of TGM presents significant challenges not only for development teams, but also for the rest of the organization. “If samples are not ready in time, we can’t collect customer feedback to make production decisions,” explains Mikiko Ota, Production Manager. “Once we go to production, we face other challenges, notably shipment delays. I wanted to find the best solution to improve the situation.” Then Mikiko Ota discovered Lectra Fashion PLM. “When I was briefed by Lectra, I had the intuitive impression that it was exactly what I was looking for,” she says.

TGM’s goal is to streamline the development process by controlling the flow of work and deadlines, because delays and errors in design reverberate throughout the development chain, including quality and sales.

“By adopting Lectra Fashion PLM, we are protecting our company’s DNA and ensuring its future through better organization and a streamlined process that lets us share information to support good decision making,” says TGM CEO Junko Ota.

“TGM’s unique designs and expert craftsmanship are key to their success,” comments Daniel Harari, Lectra CEO. “Competition is fierce in Japan, but TGM remains faithful to their brand heritage. They are ready to adopt technology to improve internal communication and strengthen their competitive advantage. We are impressed by their passion for success and pleased to have the opportunity to work with them on achieving their goals.”



“Before deciding to invest in Lectra Fashion PLM, we visited Lectra’s International Advanced Technology Center in Bordeaux, France, where we were pleased to meet people as dedicated to Lectra as we are to TGM. We are developing a strong partnership with Lectra as we work with them to improve process and organization, even during the implementation phase. We are truly looking forward to using Lectra Fashion PLM!” says Mikiko Ota.



About Trans-Global Merchandise Co., Ltd

Trans-Global Merchandise designs, manufactures, wholesales and retails women's wear and accessories to offer a coordinated look for mature women. TGM began by importing and wholesaling European traditional crafts and accessories, then evolved to develop their own fashion brand and retail organization with production sites in Asia. They are focusing on understanding customer needs by interacting with consumers one on one. Rather than a rapid expansion, they are determined to carry out their unique design and solid company equity in a controlled manner to protect brand equity and maintain consumer trust.

For more information, please visit their Japanese website <http://www.trans-global.co.jp/>

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