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## **International brands gather for the Lectra Fashion Seminar**

***Themed around how businesses can become more efficient from design to production, the event was attended by fashion brands from four continents***

**Paris, August, 1 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 Lectra Fashion Seminar in Bordeaux-Cestas (France).



The event saw around 40 delegates representing 22 fashion brands from Belgium, Brazil, Denmark, Switzerland, India, Italy, Latvia, Mauritius, Romania, South Africa, the UK and Ukraine convene at Lectra's International Advanced Technology & Conference Center. The main theme of the seminar was how businesses can become more efficient from the design stage right through to production.

The event enabled delegates to discuss industry evolutions with Lectra's experts and other brands from around the world, and to discover how they can use technology to optimize the way they work on their collections from start to finish.

"We learnt a great deal about adapting our supply chain and collection development process in order to lower costs and increase competitiveness. It was a great opportunity to visit the site at the center of Lectra's innovative culture, but also to interact with other Lectra customers and find out how Lectra has helped them meet their objectives," said Edmundo Barbosa da Silva, innovation director, Malwee, Brazil.

Customers were given an overview of the evolutions that have taken place in the fashion market over the past 40 years, which has resulted in most companies now placing an emphasis on the streamlining of pre-production and production to generate substantial material savings.

"Events like this demonstrate Lectra's focus on best practice and continuous improvement. Lectra fully understands the intrinsic challenges its customers face and offers solutions that go straight to the heart of their needs. Our long-standing relationship with Lectra is based on this understanding—they directly address the demands of our business and make our processes more efficient as a result," commented Lasse Simonsen, CEO, Novotex, Denmark.

The event focused on operational excellence in fashion and manufacturing. Delegates were shown the advantages of Lectra's consulting and service offer and the importance of controlling maintenance costs. They witnessed a cutting demonstration of the new generation Vector<sup>®</sup> Fashion, Lectra's fabric cutter specifically designed for the fashion industry and part of a line that also includes models dedicated to automotive and furniture companies and composite material users.

"The seminar was really interesting and engaging and it helped us understand the current situation in the global fashion market, as well as the added value Lectra delivers. In my opinion Lectra represents the perfect partner for us to reach our business goals," said Massimiliano Trambaioli, owner and general manager, Pronto Model, Italy.

“This two-day event was a fantastic opportunity for our customers to get together and share their knowledge and expertise,” said Edouard Macquin, Worldwide Sales Director, Lectra. “They will return to their home markets with new ideas and approaches, and we at Lectra will move forward with a better grasp of how to help them achieve their aims.”

### **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)

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