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Fashion On Demand by Lectra wins over high-profile clothing makers

In the face of fast-moving trends, internationally renowned brands gain the agility crucial to their business success with Lectra's cloud-based solution

Paris, August 25, 2020 – The fashion industry is among the hardest hit by economic fallout of the COVID-19 pandemic.* To cope with this unprecedented crisis, many clothing makers had no other choice than to reinvent themselves. Their forcibly imposed transformation is due in part to the lagging digital transformation.

Today, focus has shifted from producing increasingly greater

business model. *We used to have to process each order on a case-by-case basis, which wasted a lot of time* recalls

t: +33 (0) 1 53 64 42 37
e: