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**Lectra partners with Microsoft to boost digital transformation
in the fashion industry**

Why Lectra

Microsoft's choice was based on two key aspects:

Lectra's expertise in the fashion industry. For more than 40 years, the company has worked hand in hand with brands, manufacturers, and distributors in this sector. Lectra helps them transform their business models, processes, core activities, and tools. They support all major changes at each stage of value creation.

The potential of the Kubix Link solution. This smart, intuitive, and scalable platform helps brands and retailers reinvent teamwork, connecting all internal and external stakeholders, from ideation to physical and digital points of sale. They can therefore make the most of their product data and processes and create a unique omni-channel experience for consumers.

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Lectra to support the acceleration of the digital transformation in the fashion industry. Combined with the power of Microsoft Azure, the Kubix Link platform offers new opportunities to fashion brands in terms of agility, collaboration, and visibility. It allows us to accelerate the emergence of Industry 4.0 through the winning combination of product lifecycle management (PLM), product information management (PIM) and

explains Agnès Van de Walle, Director of One Commercial

Partner, Microsoft France.