Lectra strengthens its relationship with Microsoft

A second Lectra solution for the fashion industry now forms part of this collaboration

Paris, March 29, 2022 **- Lectra, worldwide leader of Industry 4.0 in the fashion, automotive and furniture markets, expands its commercial and technological relationship with Microsoft.**

"Along with Kubix Link, which we introduced in 2020, Fashion On Demand by Lectra is now part of our collaboration with Microsoft, marking an expanded relationship between our two companies," says Maximilien Abadie, Chief Strategy Officer at Lectra.

Fashion On Demand by Lectra combines a high-performance single ply fabric cutter with a smart digital cutting software hosted on Microsoft Azure. Designed as a turnkey solution for fashion companies, Fashion On Demand by Lectra automates the on-demand production of garments, from receipt of order to cutting. This gives brands and manufacturers complete control of all the steps in their on-demand process, whether they are producing small series or customized items.

This groundbreaking offer also helps them respond to the challenges of Corporate Social Responsibility (CSR) that fashion industry players must now face. Consumer concerns for environmental, social and economic issues now have a direct impact on their purchasing behavior. These challenges impact both the textile sector and local governments. The ded