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**Bespoke Manufacturing Company (BMC) chooses Lectra's solutions
to automate its on-demand production**

**Lectra helps sustainable onshore manufacturer BMC go from design
to print to cut and sew in a matter of hours**

New-York, May 5, 2022 - A major global player in the fashion, automotive and furniture markets, [Lectra](#) designs industrial intelligence solutions – software, equipment, data and services – for brands, manufacturers and retailers. Lectra is equipping Bespoke Manufacturing Company (BMC) with its Gerber AccuMark® range of solutions and Gerber Z1 cutting machine for its manufacturing site in Phoenix, Arizona.

A made-to-measure womenswear manufacturer, BMC is known for its revolutionary on-demand business model, providing customized garments through onshore production to improve sustainability and profitability. All products are sold prior to manufacturing, minimizing fabric waste and excess inventory, which greatly reduces costs. By adopting this model, BMC also gains agility in helping its customers respond to sudden

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About Bespoke Manufacturing Company:

Bespoke Manufacturing Company, LLC. specializes in purchase-activated, on-demand, one-off apparel manufacturing. BMC has developed technologically advanced manufacturing and distribution solutions for the on-demand apparel industry. Its factory model automates and integrates every aspect of the manufacturing process from order entry to delivery. The integrated components driven by complex software solutions allow BMC to manufacture unique SKU's on-demand thereby eliminating inventory costs and streamlining the supply chain.

iCreate.Fashion (iCreateone, Inc.) is an industry platform designed for brands and designers to create, track, store, and distribute their traditional human readable tech packs and their machine-readable Smart Tech Packs (STP) to retailers and manufacturers globally. iCreate has also constructed an integrated manufacturing system (M3) designed to eliminate as many human tasks as possible to be able to deliver on-off, personalized products on-demand.

BMC is located at 3100 East Broadway Road in Phoenix, AZ.