Lectra unveils the new version of its collection management software, Kubix Link PLM, to the fashion industry

With the Kubix Link 3.4 platform and the new Kubix Forms offer, brands will be able to optimize their operational efficiency

Paris, April 9, 2024. **Lectra, a major Industry 4.0 player in the fashion, automotive and furniture markets, announces a major development of its SaaS platform dedicated to collection management for the fashion sector: Kubix Link 3.4 This new version improves optimization at each phase of bringing a product to market, from design to marketing. Its launch goes hand in hand with that of Kubix Forms, a solution that simplifies the collection and integration of data from third-party users on the Kubix Link platform.**

To maintain their profitability in the face of current economic instability and intense competition, fashion brands must reduce their costs. While collection renewals are accelerating, brands must also optimize their production operations. Finally, they must respond to increasing requirements in terms of sustainability, compliance and traceability.

In this context, it has become absolutely essential to have information that is as accurate and up-to-date as possible at each stage of the product lifecycle. Fashion brands also need to be able to very simply and easily share this product information with all those involved in the design, manufacture, distribution and marketing of their collections.

A better user experience with Kubix Link 3.4

With Kubix Link PLM, Lectra already had a cloud-hosted SaaS platform offer that included functions for product lifecycle management (PLM), product information management (PIM) and data asset management (DAM).

Kubix Link 3.4 enhances the user's experience through new media organization (photos, videos), greater data storage capacity, increased flexibility in using the tools offered, as well as improved translation to facilitate cooperation between multilingual teams.

This new version also provides transparent integration of third-party solutions, similar to AccuMark, Lectra's

François Gonnot concludes, *"Fashion brands need more transparency, traceability, compliance and collaboration. The Kubix Forms offer gives them the opportunity to make significant advances in optimizing their business processes and maximizing their operational efficiency, regardless of their size. With the integration of Kubix Forms, Lectra is providing a proactive response to the growing demand for smooth collaboration with third-party users. We therefore offer a significant competitive advantage to customers who trust us to actively contribute to their growth and success."*

About Lectra:

As a major player in the fashion, automotive and furniture markets, Lectra contributes to the Industry 4.0 revolution with boldness and passion by fully integrating CSR (Corporate Social Responsibility) into its global strategy.