

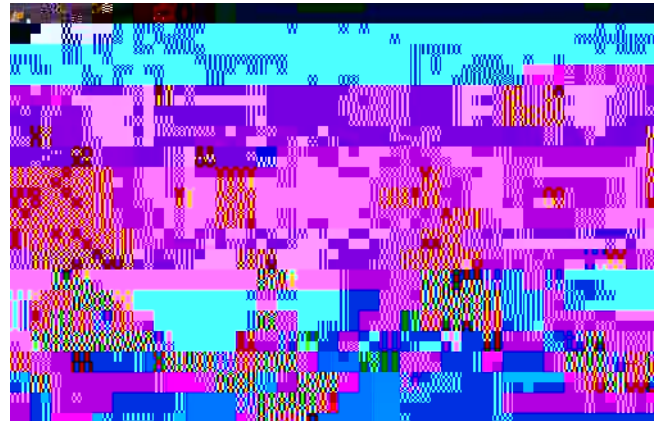
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**CISMA 2011, 27 to 30 September, Shanghai (China)**  
**Lectra: Hall E1, Booth A22**

**Lectra presents Modaris® V7 and puts 3D technology  
at the heart of fashion development**

**Paris, September 27, 2011** – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—textiles, leather, industrial fabrics, and composite materials—is pleased to present Modaris® V7, the latest version of its apparel pattern-making and grading software solution, now with fully-integrated 3D prototyping technology developed by Lectra.

Present at CISMA from September 27 to 30, 2011, in Shanghai (China), Lectra combines the latest technology with fashion know-how to streamline apparel development.



“Modaris is currently the most widely used apparel pattern-making and grading software in the world. It is the standard among major French and Italian luxury brands but has also been readily adopted by different types of fashion and apparel companies around the globe,” said Daniel Harari, Lectra CEO. “A pioneer in the fashion industry for over 40 years, Lectra has invested in researching and developing a 3D virtual prototyping solution adapted to the world of fashion. Modaris V7 puts 3D technology at the heart of style development and helps fashion companies optimize the conception phase of their collections, essential to ensuring profitability and competitiveness,” said Daniel Harari, Lectra CEO.

Consistent fit is a key differentiator for brands competing to cement customer loyalty. Using 3D as a common language is a true altcemnp( tr3d co)5.peting2nvprg to cenDan4 Tw[peting to nwsAts )6(piT[nt cuntia3(o

Highly solicited by major Italian brands, the Italy-based pattern development company Prontomodel reported reducing the number of physical samples by 50% or more with Modaris. “This is so effective that we now only create one physical prototype of each garment because the pattern has been so perfected virtually,” said owner Massimiliano Trambaioli.

Modaris V7 combines the best of pattern-making, draping, and sampling all in one seamless digital process. A silhouette can be combined with fabrics, trims, colors, and logos to preview style and proportion in any size. This gives companies the ability to ensure a more accurate fit in (ak4t40d(size)5.2(sane)5.1d ge)5.2uabra