

Lectra, the world leader in integrated technology solutions dedicated to industries using fabrics, leather, technical textiles and composite materials, recently welcomed partners from the world of education to the company's Bordeaux-Cestas campus for its eighth education congress. The event was dedicated to the mega trends shaping the fashion industry and impacting professions from design to production



Over fifty representatives from among the most important fashion schools in Germany, Canada, China, USA, France, Hong Kong, Italy, The Netherlands, Poland, United Kingdom, Switzerland and Sweden, participated in this biannual meeting between industry experts and teaching professionals.

Fashion professions are evolving as companies make their first steps towards Industry 4.0, adopting 3D and rationalizing the lifecycle management for their collections thanks to PLM. Lectra's congress enabled schools to discuss the developing role of designers and patternmakers, and the new elements to be integrated into training programs.

Lectra illustrated future changes through presentations on design, patternmaking, 3D prototyping and PLM.

"It is fundamental to bring innovation experts in the industry together with fashion schools, because students will drive the evolution of this industry," stated Pascal Derizat, Managing Director of the Centre européen des textiles innovants (CETI).

Working with schools to design courses which meet the needs of fashion companies has always been at the heart of Lectra's education program. During the event, the company presented collaborative experiences between partner schools and fashion brands, such as the competitions organised by Lectra with Missoni, Balenciaga, and Amari in Italy, as well as Peacebird in China and JC Penney in the United States.

In the United Kingdom, Lectra collaborated with COS (H&M group) and the Arts University Bournemouth (AUB) for a competition centred on the design of a collection with zero waste.

"The process was totally digital, from design to the creation of a virtual prototype in 3D. Our students learnt to optimize each stage of the process. By leveraging the use of Kaledo®, Modaris® and Diamino®, the collaborative work between AUB, COS and Lectra is exactly the type of project that enormously motivates our students. Live briefs developed with leading fashion brands and Lectra offer excellent opportunities which directly inform industry currency and student employability," explained Perry Norman, a lecturer at AUB.

