



FOR IMMEDIATE RELEASE

Contact – Lectra Headquarters / Press Dept.: Nathalie Fournier-Christol
Email: n.fournier-christol@lectra.com
Tel.: +33 (0)1 53 64 42 37 – Fax: +33 (0)1 53 64 43 40

DBA adopts Lectra Fashion PLM V3 to manage collection lifecycles

Paris, June 21, 2012 – Lectra, the world leader in integrated technology solutions dedicated to industries

About DBA

DBApparel designs, manufactures and markets branded ladies and men's intimate apparel with such well-known names as DIM, Playtex, Wonderbra, Nur Die, Lovable, and Abanderado. With key market positions in France, Germany, Italy, Spain, the United Kingdom, and throughout Central Europe, products are sold through traditional trade channels (department stores, retailers, wholesalers, and mail order) as well as specialized chain stores and mass market retailers.

About Lectra

Lectra is the world leader in integrated technology solutions that automate, streamline and accelerate product design, development and manufacturing processes for industries using soft materials. Lectra develops the most advanced specialized software and cutting systems and provides associated services to a broad array of markets including fashion (apparel, accessories, footwear), automotive (car seats and interiors, airbags), furniture, as well as a wide variety of other market sectors, such as aeronautical and marine industries, wind power and personal