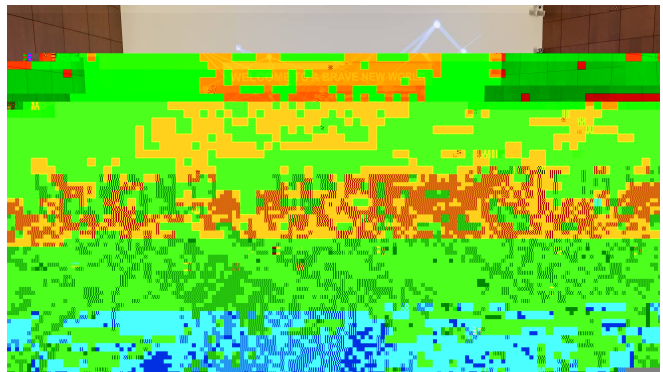




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Fred Walds, director, project management for Mexico based clothing supplier Grupo Kallex, also outlined their reasons for choosing Lectra:

During the event's keynote speech, Eduard Macquin, Chief Sales Officer, Lectra, explored mega trends that are turning the fashion industry on its head, and demonstrated how Lectra's vision and fashion-specific digital solutions are helping fashion companies adapt to this 'fourth industrial revolution.'