



on-demand production, is going to be an industry-wide phenomenon. It is

lization specialists

from different countries

unthinkable. For the first time in the fashion industry, there will be a comprehensive personalization solution that will be able to perform under the same market conditions as the ready-to-wear segment and

Lectra.

This disruptive offer gives fashion companies a 360°-view of the entire personalization process, providing them with the visibility to streamline multiple production processes and manage complex individual demands from custom order to cut piece. Thanks to the supply-chain flexibility that companies gain with this innovative Lectra solution, they will be able to expand their product range and offer more variety, be it womenswear, menswear or childrenswear, and appeal to a broader audience and jump on trends without interrupting their existing production processes. They will not have to waste time on consolidating and communicating information from one production stage to another. This ensures smooth process flows and hence, quick delivery times that can compete with those of standard products.

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#### About Lectra

For companies that breathe life into our wardrobes, car interiors, furniture and more, Lectra is crafting the premium manufacturers from design to production, providing them with the market respect and peace of mind they deserve. Founded in 1973, today Lectra has 32 subsidiaries across the globe, serving customers in over 100 countries. With more than 1,700 employees, Lectra reported revenues of \$313 million in 2017. Lectra is listed on Euronext (LSS). For more information, please visit [www.lectra.com](http://www.lectra.com)

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