



## FOR IMMEDIATE RELEASE

Contact – Lectra Headquarters / Press Dept.: Nathalie Fournier-Christol

Email: [n.fournier-christol@lectra.com](mailto:n.fournier-christol@lectra.com)

Tel.: +33 (0)1 53 64 42 37 – Fax: +33 (0)1 53 64 43 40

Petit Bateau wishes to design more capsule collections, develop partnerships and they believe Lectra Fashion PLM can also be an ally in this endeavor. “We wanted to speak our partner’s language and use their tools. This is the reason why we selected Lectra Fashion PLM,” continues Nathalie Lempereur.

“We are delighted to partner with Petit Bateau. Thanks to the work of both teams, this major French brand will be able to optimize their product development process and reduce time-to-market to achieve their goals and develop an ambitious international roll out strategy,” concludes Daniel Harari, Lectra CEO.

#### **About Petit Bateau**

Petit Bateau is, above all, a name associated with childhood, and the pretty French nursery rhyme passed from one generation to the next: *Maman les p’tits bateaux qui vont sur l’eau ont-ils des jambes?* (Mother, do small boats that sail on water have legs?). Petit Bateau is a proud French heritage brand, recognized for their expertise in childrenswear.

It is also...

The favorite company of cotton lovers from 0 to 924 months, Petit Bateau is the creator of that underwear and tee-shirts that have become the emblem of multi-generational style for babies, children and adults throughout the world. Petit Bateau respects each individual and their environment. A brand which accompanies us through life’s highlights, reminding us of childhood moments that made us the adults we are today.

Styled for the times for the last 120 years, “*Jamais vieux pour toujours*” (never old for ever!) and always on children’s side.

For more information, please visit [www.petit-bateau.com](http://www.petit-bateau.com)

#### **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 protective equipment. Lectra serves 23,000 customers in more than 100 countries with 1,500 employees and \$270 million in 2013 revenues. The company is listed on Euronext.

For more information, please visit [www.lectra.com](http://www.lectra.com)