

Lectra wins Texprocess Innovation Award 2019

Fashion On Demand by Lectra receives accolade for empowering fashion companies to offer personalized clothing

Paris, May 14, 2019 – Lectra has been awarded by a jury of experts the Texprocess Innovation Award 2019 in the New Process category for its latest ground-breaking offer, Fashion On Demand by Lectra.

Fashion On Demand by Lectra automates the entire personalization process, from order reception and product development to the final cutting stages. Resulting from a four-year research-and-development process, the digital solution for on-demand production was developed based on Industry 4.0 principles.

"We are very proud to receive this prestigious award at Texprocess, the biggest international event for all fashion players. Fashion On Demand by Lectra allows companies to produce personalized clothing at the same speed as ready-to-wear and avoid overstocking by producing in precise quantities," states Holger Max-Lang, President, Northern & Eastern Europe, Middle East, Lectra.



texprocess innovationaward.2019

Fashion On Demand by Lectra is available in the form of two packages, one dedicated to made to measure, with pattern adjustments, and the other to customization, with product characteristic alterations. This turnkey solution automates on-demand production right from order reception to production development stages and the cutting room. Companies can define their desired product personalization criteria for each item depending on the package, and launch production processes right from the get-go, without interfering with their standard workflows.

"This innovative cloud-based platform solution ensures efficient made-to-measure and customization production processes and facilitates nearshoring for companies that offer individualized products. This technology is up and running and can be used by the fashion industry on a plug-and-play basis," say the jury experts. *"Since 2011, the Texprocess Innovation Award has been honoring remarkable achievements and new developments in the Texprocess product range under two categories: new technology and new process. The winners are selected based on criteria such as degree of innovation, choice of materials and environmental sustainability."*

On May 15, 2019, 11:55 am, Holger Max-Lang will be doing a presentation on Fashion On Demand by Lectra and process digitization in the age of on-demand production at the Texprocess Forum in Hall 4 / Level 1 / A02.

Lectra will be present among other winners during the entire Texprocess event, from 14 to 17 May 2019, in hall 4.0, stand C20.

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About Lectra

For companies that breathe life into our wardrobes, car interiors, furniture and more, Lectra is crafting the premium technologies that facilitate the digital transformation of their industry. Lectra's offer empowers brands, manufacturers and retailers 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 \$333 million in 2018. Lectra is listed on Euronext (LSS).

For more information, please visit www.lectra.com

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