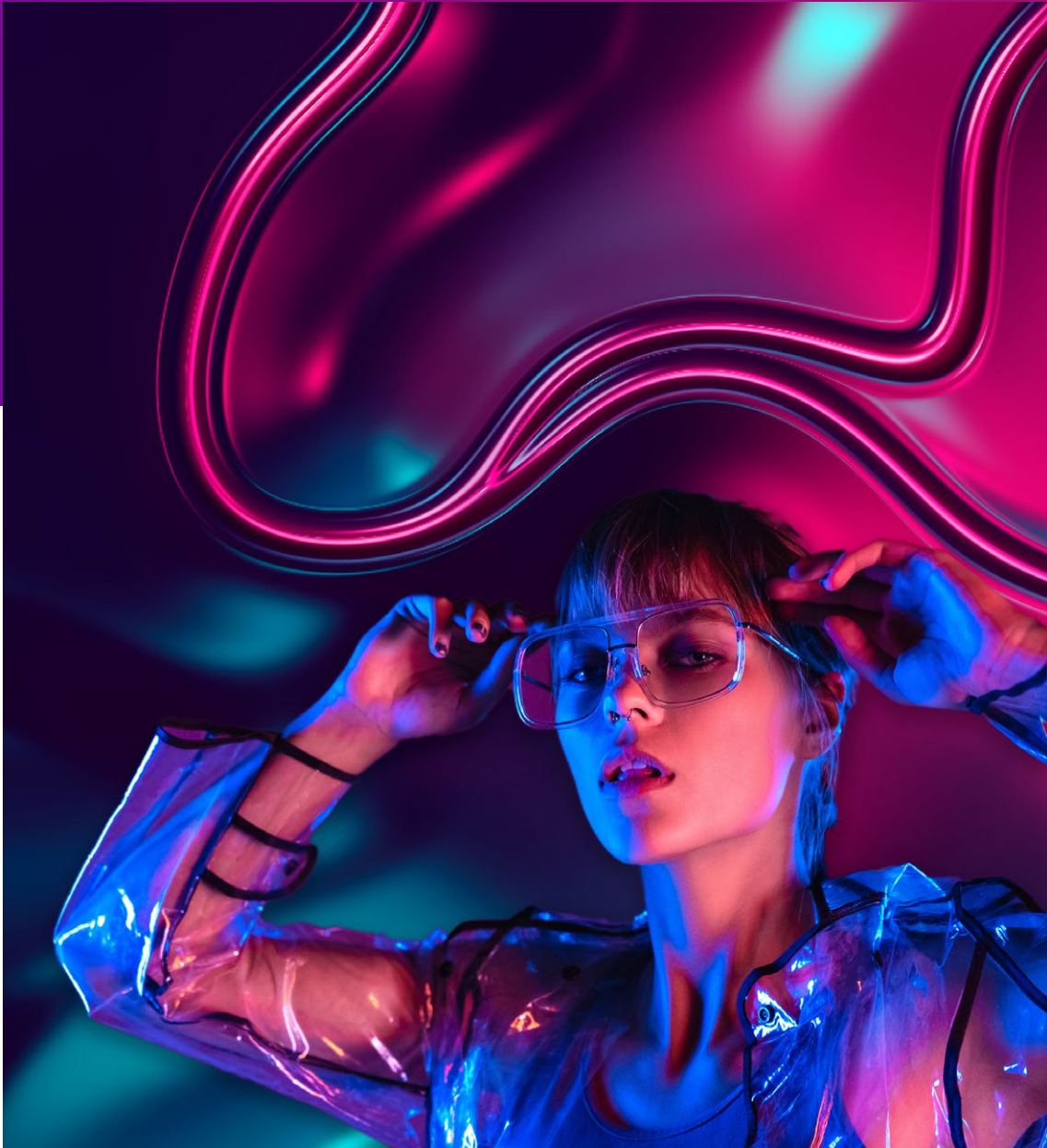


DEFINING FASHION'S NEXT DIGITAL CHAPTER WITH LECTRA'S SOLUTIONS

Accelerate your digital transformation



LECTRA

We pioneer. You lead.

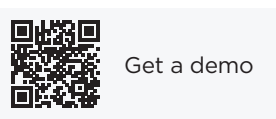
Future-proof your business with next-generation technology

Disruptive, new business practices are reshaping the fashion industry:

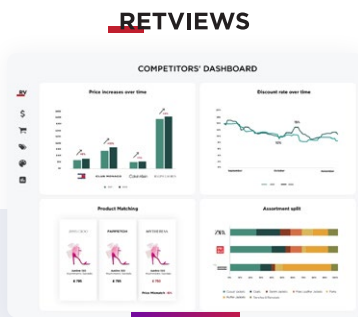
- Faster, more environmentally sustainable collection development
- Strategic supply chain reshoring and nearshoring
- Transformation of the retail landscape

To help you navigate these changes, Lectra's innovative software solutions for fashion provide the foundation to build a seamless value chain. With more than 50 years of expertise in fashion, Lectra is the global partner you need to accelerate the digital transformation of your supply chain and create products that turn browsers into buyers, profitably and sustainably.

Find out how our SaaS solutions can help you stay ahead of competitors, streamline collaboration, and grow marketplace sales.

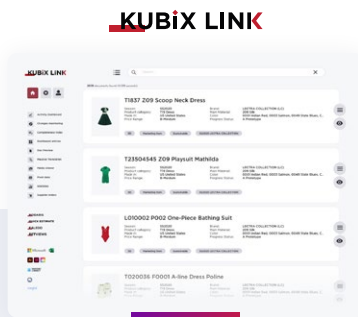


Get to know our collection of SaaS solutions:



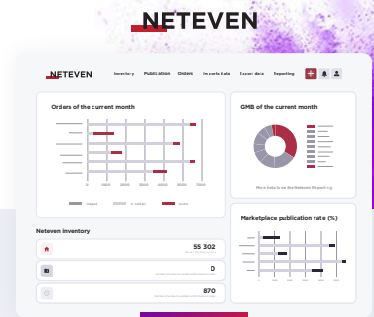
Automated fashion benchmarking

- Get a leg up on the competition with your competitive scout
- Assess the competitive landscape with an intelligent analytic tool to sell the products that consumers want at the right price



Fashion collaboration platform

- Sell out every collection with your team builder
- Manage all your data and assets throughout the product lifecycle from design to sales- using native PIM, fashion PLM and DAM solutions



Fashion marketplace management

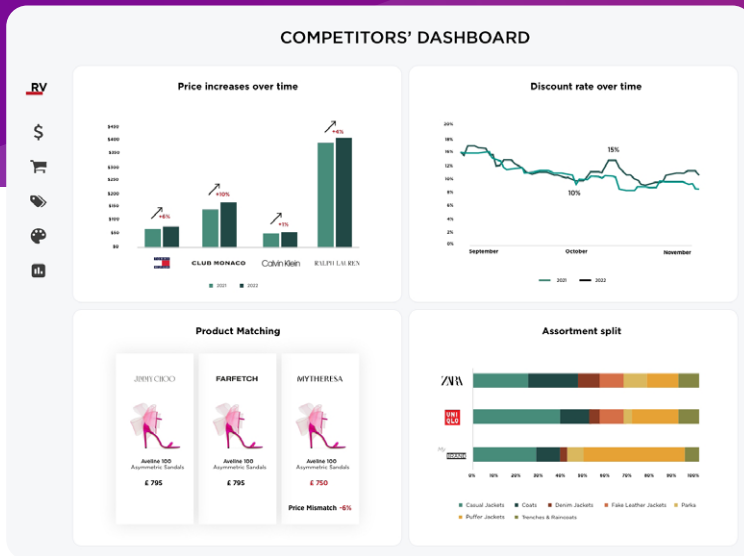
- Boost your online sales with your marketplace guru
- Take control of your marketplace retail sales with automation to connect more fashion products with consumers

RETIEWS

Your competitive scout: Automated fashion benchmarking



Find out more



OPTIMIZE
SELL-THROUGH BY
UP TO 15%

Assess the competitive landscape with an intelligent analytic tool to sell the fashion products that consumers want at the right price.

Retviews automates competitive analysis, providing brands with AI-powered real-time data on competitors' assortment, discount and pricing strategies, in a fraction of the time spent benchmarking manually. Harnessing the power of AI, Retviews allows brands to leverage market opportunities, spot new trends, and optimize price positioning in a matter of clicks.

Retviews helps brands:

- Spot assortment gaps and optimize sell-through
- Discount without compromising on margins
- Nail price positioning
- Expand internationally with the most relevant strategy
- Optimize brand image on marketplaces

Retviews provides brands with:

- Cutting-edge image and text recognition with unmatched data accuracy
- A tailor-made platform and personalized dashboards
- Dedicated global client support

“With real-time visibility, Retviews’ data allows us to release the most relevant and successful collections, with the right pricing in order to maximize our revenue.”

Julie Despagne,

Head of Daytime Childrenswear, Petit Bateau

BALMAIN
PARIS

DIESEL

LUISAVIAROMA

Maison Margiela
PARIS

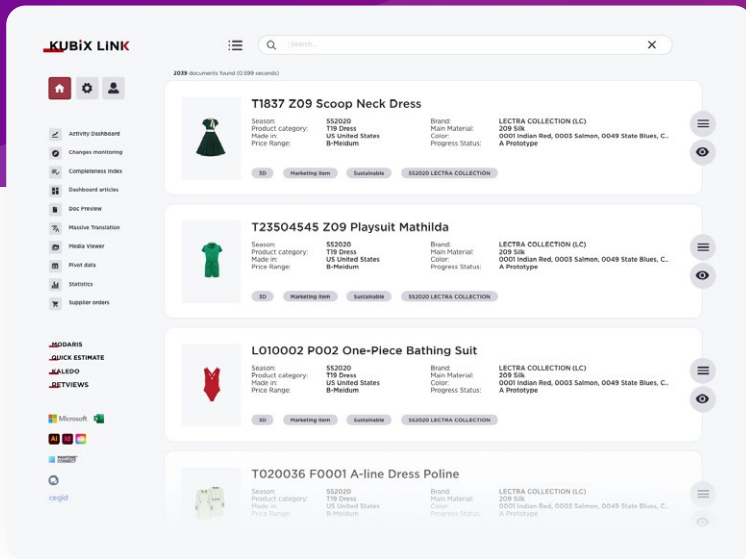
BALLY

KUBIX LINK

Your team builder: Fashion collaboration platform



Find out more



INCREASE SPEED
TO MARKET BY
+40%


Manage all your data and assets throughout the product lifecycle from design to sales, using native PIM, fashion PLM and DAM solutions.

Kubix Link is a configurable cloud-based platform that boosts collaboration between all teams working on the same product from the initial ideation stages (design, sketch) to publishing product information on online sales channels. Kubix Link can serve as an official source of data for brands, retailers and manufacturers.

Kubix Link helps brands:

- Develop collections faster
- Manage large volumes of product data
- Gain efficiency in data sharing
- Gather all teams on one secure platform

Kubix Link provides:

- An intuitive, simple and social media-inspired platform
- A digital moodboard to obtain a 360° view 
- A fashion PLM to structure collection planning 
- A PIM platform to centralize product content and media 

“Adopting Kubix Link PLM and PIM allowed Pinko to gather all the players involved in the making of our products, from designers to marketers, at the same table. This enabled us to rethink the whole process, from the initial design stages to our communication with the end customer.”

Alessandra Decaneto,
Data Science Manager, Pinko

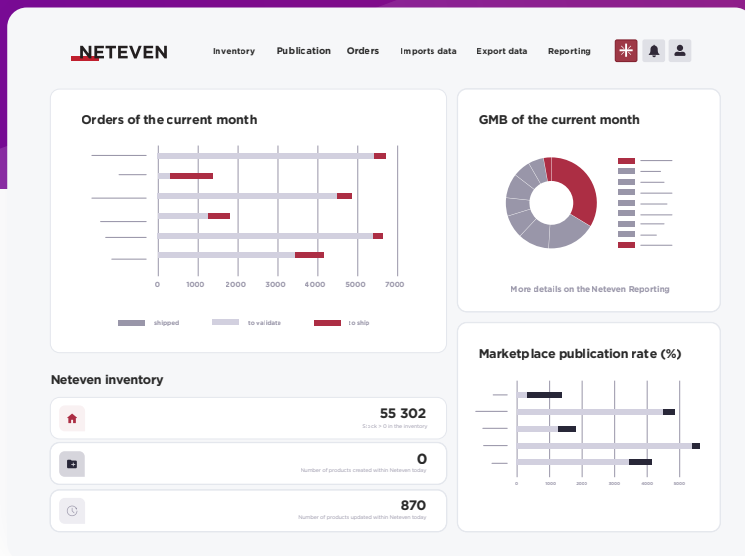


NETEVEN

Your marketplace guru: Fashion marketplace management



Find out more



INCREASE ONLINE SALES
REVENUE BY

+144%

Boost your sales, increase your digital footprint and retain full control of your brand.

Neteven is a SaaS platform created to manage online sales on fashion marketplaces. It's the perfect combination of high technology and human expertise. Neteven helps brands distribute and sell their products on premium marketplaces, with the flexibility and scalability to increase sales.

Neteven helps brands:

- Open new territories and expand their online presence
- Gain control over their marketplaces
- Manage brand content and product offering effectively
- Acquire valuable consumer data

Neteven provides brands with:

- A full sales-cycle optimizer to enhance efficiency and sales performance
- Dedicated Customer Success managers and project managers for personalized support
- A comprehensive analytics dashboard to gain actionable insights

"Neteven has been by our side since we first started selling on marketplaces helping us grow by offering marketplaces that are in line with our strategy. We are very satisfied and have total confidence in them, which is why we have stayed with Neteven."

Christophe Molet,
E-Commerce Manager, Schott

DIESEL

KENZO
kids

L'ORÉAL®

ROSSIGNOL

EST. 1830
WOOLRICH

About Lectra

As a major player in the fashion, automotive and furniture markets, Lectra contributes to the Industry 4.0 revolution with boldness and passion by providing best-in-class technologies.

The group offers industrial intelligence solutions - software, equipment, data and services - that facilitate the digital transformation of the companies it serves. In doing so, Lectra helps its customers push boundaries and unlock their potential. The group is proud to state that its 2,500 employees are driven by three core values: being open-minded thinkers, trusted partners and passionate innovators.

For more information, please visit lectra.com

[in](#) [v](#) [f](#)

