Personalization & Customization. Tailoring something to an individual.
The fourth Industrial Revolution or Industry 4.0 is anchored in the digitalization of industrial processes that are intelligently connected. These are the 9 Industry 4.0 Technology Pillars.
Fashion Mega Trends

- Premium + Personalization
- Ethical Living
- Healthy Living
- Getting personal
- Shopping reinvented towards experience
- Millennials and Silver gen
Millennials are not a one-size-fits-all generation. The best personalization trend ambassadors

74% of Millennials & Gen Z are interested in buying products that are customized to their taste/made specifically for them.

42% Have personalized/customized a product for them at least once.

20% Ready to pay a premium for a personalized/customized product.

41%* Of all age groups expressed an interest in purchasing personalized clothing.

Technology is a reality now: Lectra Fashion On Demand end to end is unique

- **Automated order processing** from order to cutting
- **Digital platform** centralizing the data (fabrics, models, patterns, etc.)
- **Cloud-based**
- With **8 automatons** that process automatically the various activities from preparation up to cutting
- Data Preparation cycle is **performed once**
- **ERP/MES/CRM connectors**
- **KPIs** to optimize cutting process
Fashion On Demand means less waste, more margins. Going for a more sustainable future

Get Closer than ever to your customers

Better margins & Positive cash flow
Zero stock

When supply meets the market
Zero waste

Growth potential

Source: Fung Business Intelligence; Greenpeace
Thank you!

Empowering customers through industrial intelligence