

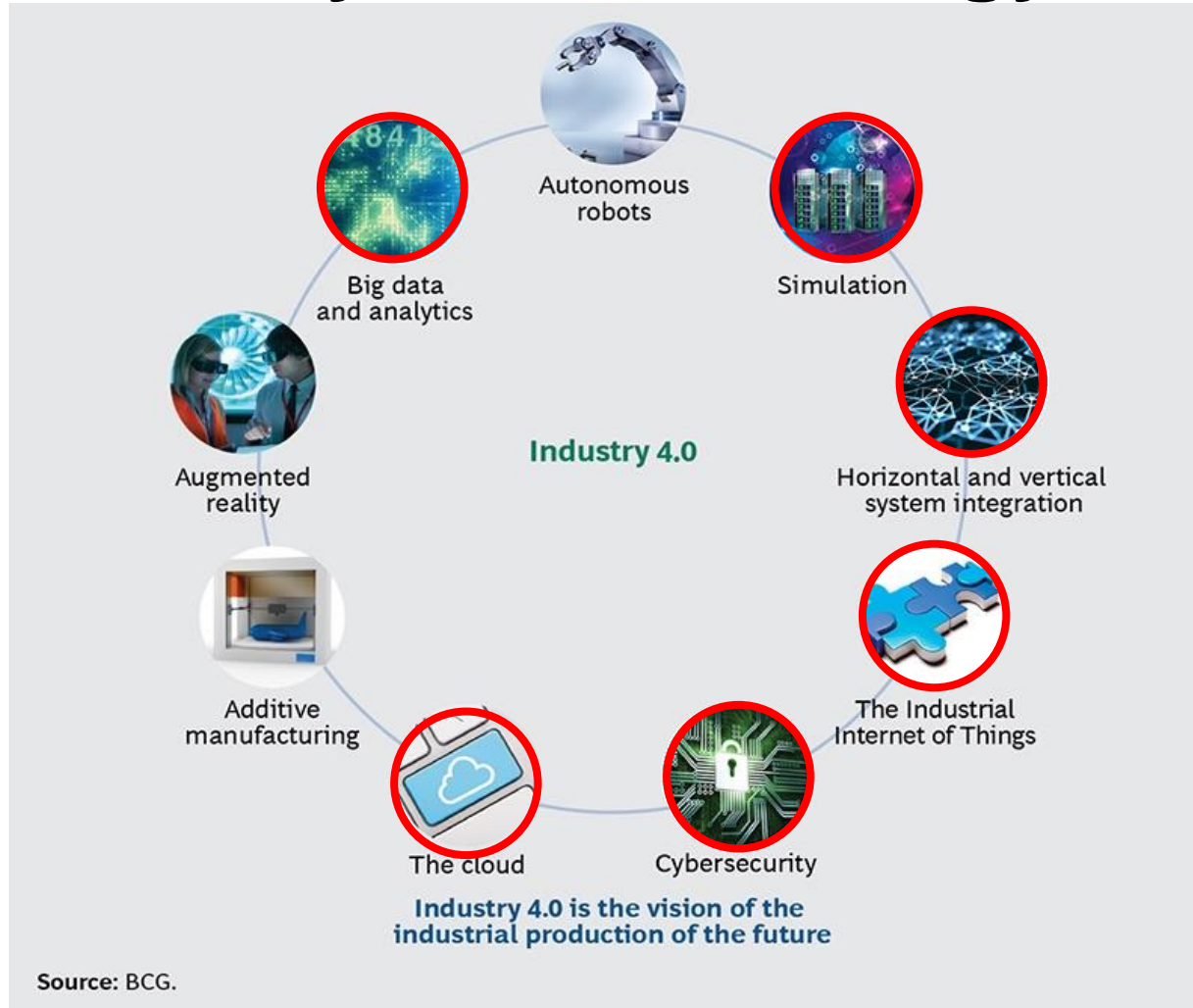


LECTRA®

**Personalization & Customization.  
Tailoring something to an individual**

Toni M. Lublin

# Industry 4.0 Technology Pillars



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



# 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

Ready to pay **20%** Premium for a personalized /customized product

**41%\***

Of all age groups expressed an interest in purchasing personalized clothing

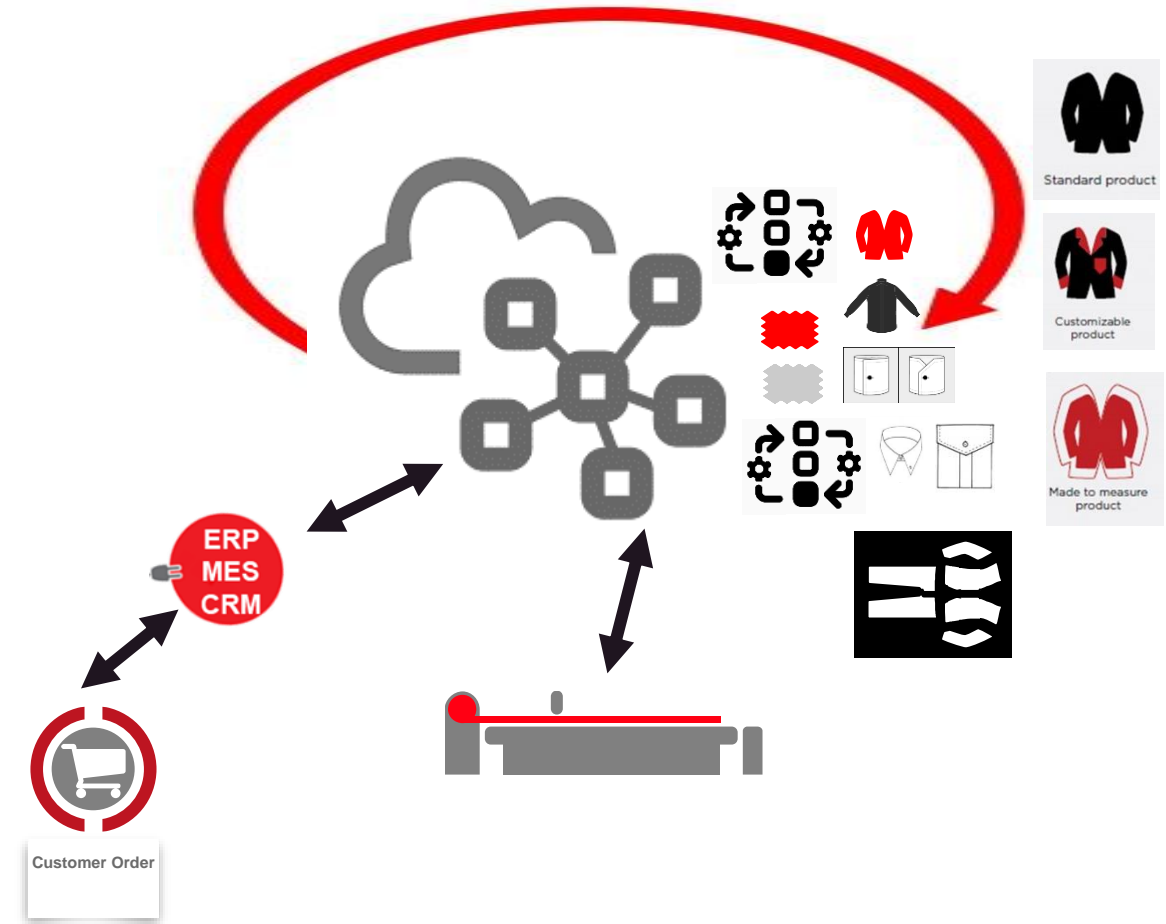


Source: data from YPULSE report customization (2017), \*Deloitte UK (2015)

# 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



Source: Fung Business Intelligence; Greenpeace

**Thank you!**

**LECTRA®**

Empowering customers through industrial intelligence