

## Tech Giant Lectra Collaborates with ASW 2020 as Technology Partner

The countdown for India's most-anticipated sourcing event has begun! All geared up to take place at Bengaluru's Sheraton Grand hotel from 20 to 22 February 2020, Apparel Sourcing Week has indeed become the talk of the town. Every stakeholder involved – be it an exhibitor, a potential buyer, a sponsor or even a visitor – has high expectations from the second edition of the 3-day sourcing event. And why not? After all, the show is getting bigger this time around, and will present many new features in order to keep them all industry-informed, engaged and connected.

Gracing our esteemed list of partners, the latest global name to partner with ASW 2020 is Lectra – renowned for developing premium technological solutions for fashion, automotive and furniture brands, enabling them to embark on Industry 4.0 with utmost confidence. Lectra is associated with these industries as a partner, assisting them to achieve efficiencies across the entire design, pre-production all the way to its manufacturing – through its partnership with ASW 2020, it gives an opportunity to the attendees to get more insights into how it plays a key role in empowering fashion leaders through industrial intelligence. Substantiating on the same, B.T. Nagesh, Managing Director, Lectra Technologies India Pvt. Ltd. says "Lectra intends to present & promote the adoption of Industry 4.0 solutions that add value to the business & their process for customers across the Fashion & Apparel segment."

Lectra supports all players involved in fashion – brands, distributors and manufacturers with or without their own brands. Regardless of the business model, they help them face the many challenges of a market where everything now begins with the consumer. Lectra's fashion-specific solutions have been developed by a strong R&D team based on 40-plus years' experience of working with 25,000 customers around 100 countries. Addressing all market segments from luxury to ready-to-wear, Lectra's solutions have been used by retailers, manufacturers and brands worldwide



**David Leprovost**  
Managing Director South  
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Lectra

"Lectra emphasises on digital transformation for product development and cutting room to further improve collaboration between brands and manufacturers through Industry 4.0 fundamentals,"



Furthermore, Lectra also acknowledges that on-demand production and personalisation are the biggest trends in the industry and will remain so for years to come. As an Industry-4.0 pioneer, the brand takes pride in helping its clients overcome the challenges of personalisation, and providing them with right technology and tools to make their supply chain more agile.

With years of experience working with fashion companies worldwide, Lectra fully understands the specific design and product development challenges of different fashion market segments ranging from luxury fashion to footwear. The company facilitates these processes by providing solutions for fashion companies including pattern-making, marker-making and nesting software, 3D design and prototyping technology and leading-edge cloud applications.

Considering Lectra's technological expertise that has helped serve the needs of the customers for over 4 decades, ASW could not have asked for a better technology partner than Lectra. Aiming to become the ultimate 'Go-To Sourcing Platform' for retailers and brands looking for apparel manufacturers from the Asian region, ASW 2020 has garnered attention from all significant quarters for all the right reasons. While the previous edition – also the first one – saw over 3,000 visitors thronging the event over a period of 2 days, Team ASW is quite certain that the forthcoming sourcing show will attract even more visitors, going by the overwhelming response shown well in advance. The impressive line-up of activities planned for the big event includes 9 seminars, 8 open house forums, 6 workshops as well as 4 vendor sessions.

## Over 4000 companies already registered for visitation @ASW '2020

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### About Apparel Sourcing Week 2020

Apparel Sourcing Week 2020, a three-day Sourcing Show not only provides the Asian manufacturers a platform to showcase their products & manufacturing capabilities to the Brands & Retailers from all over the world including India, but also extends them a chance to attend the multiple seminars (headed by industry experts), workshops, open-house discussions and networking opportunities organised during these three days, which would help the manufacturers get a better understanding of Indian and International Retail and evolving dynamics of sourcing in various markets and retail formats.

### About the Organiser

Apparel Resources is well known for its benchmark publications – Apparel Online, StitchWorld and Resource Guide published from India, Bangladesh & Vietnam. These publications have been around in the industry for over 35 years, supporting, guiding and standing by garment exporters and the retail industry globally, providing them a platform to source better.

#### Apparel Sourcing Week

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