



KALEDO STYLE

Transform design. Transform the business.

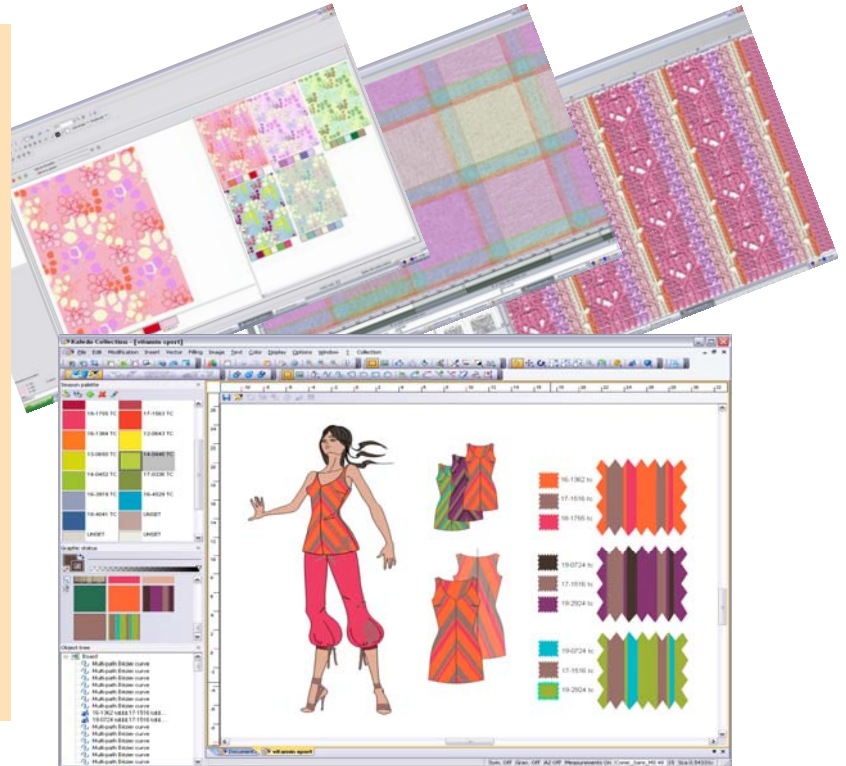


Deciding the trends and colors for a season, creating new styles, organizing products into product lines to share with sales and marketing, then sending the selected products to the design department – these are the daily tasks of fashion designers.

On today's market, pressure from competition is accelerating the production of new collections.

Designers have to develop more collections, create more products, and adapt so they can react quickly to changing trends and can communicate more effectively.

Kaledo Style is the solution that enables you and your design teams to meet these new challenges.



OVERVIEW

Kaledo Style lets designers improve efficiency at all stages in the preparation of collections: deciding on the trends and colors for a season or product line, designing the garments, and choosing the fabrics and motifs to go with them.

Designers can very rapidly design new styles, try out various combinations of colors and fabrics, and produce storyboards.

As a result, they can concentrate on design, while communicating more efficiently and effectively with internal and external contacts.

FEATURES

An intuitive working environment

- Kaledo Style's Windows-based user interface provides a user-friendly working environment including standard shortcuts and a user-customizable interface.
- Selecting any type of object is made easier by the use of object trees.

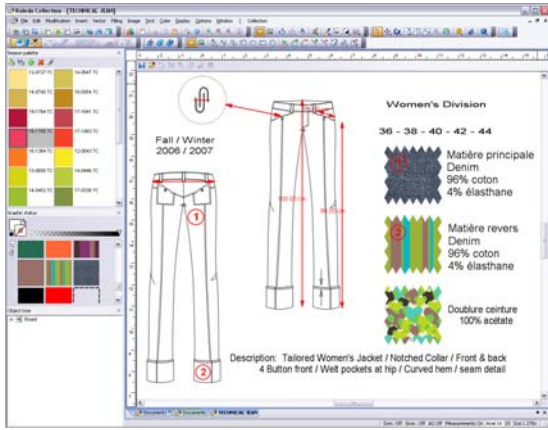
Develop your color palette

- Direct access to the Color Chooser lets you select colors intuitively.

- Access the Pantone Textile color library direct.
- Save your palette for sharing with colleagues.

Create your styles

- Create styles with powerful vector drawing tools such as real-time symmetrical drawing and the input of drawing values for scale, angles, and measurements.
- Select from the various line styles and thicknesses available.
- Draw logos using object-based vector drawings and fill functions, vector text and text distortion.
- Compare unlimited combinations of styles, colors, and fabrics.
- Easily define areas to be filled with color or fabric both for vector or scanned sketches.
- Quickly try out a wide range of fabric colorways using drag-and-drop technology.



Prepare collection plans

- Easily prepare your collection plans and storyboards using different fabrics, colors, products, mannequins and illustrations.
- Manage your technical drawings: direction markings, text information, scale drawing, measuring, etc.

BENEFITS

- With Kaledo Style you can create new styles, play with colors and fabrics, and set up product line presentations quickly and easily. This means you can offer a wider choice, ensuring a more pertinent selection of new styles for the collection.
- An intuitive interface and advanced design tools facilitate rapid definition of new styles & trial variations.

- Decision-making is improved by the availability of visual data enabling everyone to speak the same language.
- Kaledo Style enables designers and product development managers to share their data in the same visual medium. Loss of time due to data re-entry and the risk of error when interpreting designers' drawings can be avoided.
- Designers can quickly and easily modify styles, colors or materials to keep up with market expectations.

SPECIFICATIONS

Kaledo Style requires the following hardware configuration:

- **User workstation:** PC running Windows XP (SP2) with 2.8 GHz Pentium IV processor or faster, keyboard and 3-button mouse, CD drive, 80 GB hard drive, 2 GB RAM, 1280x1024 screen, standard graphic card.

ABOUT LECTRA

Lectra is the world leader in integrated technology solutions that automate, streamline and accelerate product design, development and manufacturing processes for the soft goods industries. Lectra develops the most advanced specialized software, cutting systems, and provides associated services to a broad array of markets including fashion (apparel, accessories, footwear), automotive (car seats and interiors, airbags), aeronautical, marine, and furniture. In the fashion sector, Lectra's expertise is in optimizing business process through fashion-dedicated PLM (Product Lifecycle Management). This integrated enterprise software covers the entire value chain, from design to manufacturing to managing the collections lifecycle. Lectra serves more than 17,000 customers in over 100 countries with 1,500 employees and \$272 million in 2006 revenues. The company is listed on the Euronext Paris stock exchange).

For more information, please visit

www.lectra.com

