



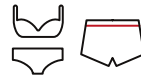
## How to excel in lingerie production

# 01

## A MARKET OF HIGH GROWTH POTENTIAL

**THE LINGERIE MARKET IS PREDICTED TO GROW AT A CAGR OF 5.5% FROM 2021-2026<sup>1</sup>,**

thanks to a few major drivers.



### Work-from-home loungewear

Due to new telecommuting policies, consumers are favoring comfortable loungewear over nightwear. They are opting for **seamless stitching, wireless support, and lighter and more flexible fabrics**. Wireless bras are experiencing a surge in popularity, with a 40% increase in sales as compared to 2019<sup>2</sup>.



### Female empowerment & body positivity

With a heavier focus on work-life balance, women are now engaging in more after-work physical activities and opting for trendy, well-designed lingerie that are suitable for a broad range of activities from athleisure to corporate wear. They are thus more vocal about their needs, calling for more inclusivity in terms of sizes, materials and body type representation. Companies are investing more in R&D to provide a **more extensive range of fabrics, colors and finishes** that will adapt seamlessly to natural body shapes.



### Sustainability

With environmental sustainability as a major concern for the fashion industry, consumers are expecting lingerie companies to use organic materials and engage in more **eco-friendly manufacturing practices** such as using non-toxic dyes, recycling fabric waste, nearshoring, and local production.

<sup>1</sup> [www.researchandmarkets.com](http://www.researchandmarkets.com)

<sup>2</sup> [www.researchandmarkets.com](http://www.researchandmarkets.com)

# 02

## FOUR MAJOR LINGERIE PRODUCTION CHALLENGES

### #1 Comfort-to-cost ratio

Lingerie companies are facing fierce price competition from fast fashion brands. It is becoming harder for them to balance both comfort and costs as more delicate, high-end fabrics, extensive prototyping technology and precision are necessary for production.

### #2 The importance of fit

Due to lingerie's form-fitting nature, the process of producing it is complex, as it requires a lot of attention to detail in terms of tailoring, sizing and fabric choice to **ensure exceptional fit and quality**. Patternmakers have to be precise and consistent in their work, while handling a wider range of sizes and styles to satisfy new consumer demands.

### #3 Lacing

Lacing is an intricate part of the lingerie production process that can be time-consuming. Designers and product developers have to choose which materials to use, and where to position the laces on the product.

**Pattern pieces have to be accurately cut for them to be seamlessly laced together, forming a well-fitting piece of garment.**

### #4 Delicate textiles

High-end lingerie is usually made of expensive silk, chiffon, satin and embroidered fabrics, embellished with a **wide variety of laces and trims**. The fragile nature of these textiles complicates the pattern-matching and cutting processes, allowing less room for errors, and more pressure on manual cutters or cutting room operators to handle each layer with care.



# 03

## HOW LECTRA'S CUTTING ROOM OFFER FOR LINGERIE CAN HELP YOU

**Visibility and flexibility are key to overcoming lingerie's unique challenges.** Factoring in production constraints early in design and development stages allows companies to make more accurate material estimates and simulate different production scenarios. Sudden technical hiccups, such as textile quality issues, can hence be foreseen, which prevents slowdowns and losses.

Lectra's connected cutting room offer, a pioneering combination of patternmaking, marker-making spreading and cutting solutions, can give you that extra edge over your competitors:



### **MODARIS Expert**

**Our advanced 2D and 3D patternmaking and prototyping solution**

**#1 Get the fit right by creating accurate patterns**

Achieve the perfect fit with dynamic size charts, synced patterns, all-size grading tools and automatic updates.

**#2 Evaluate your style details in 3D**

View designs in 3D before creating physical samples to evaluate style details—such as lace or motif placement and color and component choices—onscreen, to **ensure choices are both aesthetic and cost effective, with fewer prototypes.**

### **FLEX OFFER**

by LECTRA

**Our automated marker-making solution for manufacturers**

**#1 Minimize fabric costs without sacrificing quality**

Reduce fabric expenses with powerful automatic cloud processing for increased precision in material consumptions for high volume costing, fabric procurement and production activities. **Ensure maximum fabric efficiency for expensive materials and the most important markers with dedicated strategic marker tracks.**

**#2 Manage changing workloads and activity fluctuations**

Manage more frequent, smaller, and more complex orders from a larger number of contractors with **greater flexibility and higher efficiency using automatic cloud processing.** Quickly respond to RFQs and fast-track orders by choosing a processing track that gives priority to speed with accurate efficiency.



## **VECTOR.** Lingerie

### **Our cutting room solution**

#### **#1 Handle delicate fabrics with ease**

VectorLingerie iX and iX6 allow fashion companies to **cut delicate fabrics and small pattern pieces in the most optimal manner.** The maximum height of compressed fabric that this range can cut: 2.5cm for VectorLingerie iX; 6cm for VectorLingerie iX6.

#### **#2 Cut at optimal speed for all volumes**

Compliant with Industry 4.0, our best-selling VectorLingerie cutting equipment helps you produce at optimal speed and efficiency. No matter the production volume, you can still **achieve operational excellence and minimal cost per cut part.**

#### **#3 Monitor your performance through metrics**

VectorLingerie's intelligent onboarding system, with its built-in sensors, monitors cutting performance and offers remote real-time support by interfacing with Lectra's call centers. As a result, **operators will gain visibility into their cutting processes, identify and eliminate roadblocks, avoid recuts, and continuously improve their performance while improving machine availability.**

#### **#4 Optimize material consumption**

VectorLingerie helps you achieve significant material savings and minimize waste throughout the entire manufacturing process. In seconds, our automatic marker-making software can help you optimize fabric consumption by processing all production orders and creating the most cost-efficient markers for each one. In the spreading stage, the automatic relaying of instructions, precise edge alignment and **automatic fabric roll-end management will help eliminate waste.**

### **Customer voice**

*"We were looking for the best technology on the market that had greater cutting capabilities and could handle small pieces of stretchy fabrics. By adopting a lean approach in the cutting room as well as upgrading to a VectorLingerie cutting machine, we improved tremendously. This solution resulted in a substantial improvement in quality, cleaner processes and technologies that allow us to cut different types of materials and shapes, as well as increase productivity by 20%."*

**Virgilio Estévez**  
Plant Manager, Wacoal International

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