



## PRESS RELEASE

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RELOCATION AND COMPETITIVENESS OF THE APPAREL AND TEXTILE INDUSTRY:

### **ON DEMAND FOR GOOD, THE FIRST 4.0 INDUSTRIAL PLATFORM FOR DESIGN AND PRODUCTION ON DEMAND FOR ALL BRANDS AND MANUFACTURERS WILL OPEN ITS DOORS AT CETI IN THE SECOND HALF OF 2021.**

- CETI gives a boost to the transition of the textile-clothing sector towards local, reason and digital fashion.
- In order to bring production facilities closer to consumer sites, CETI is announcing the opening in the second half of 2021 of **ON DEMAND FOR GOOD**, Europe's first on demand design and manufacturing platform, accessible to all brands, retailers and manufacturers, from its innovation centre based in the European Metropolis of Lille, in the heart of the Hauts-de-France region, the historical area of French textiles.
- This platform is the result of 3 years of R&D carried out by CETI to develop the technological, economic and industrial model for "on demand" fashion.

#### **CETI is leading the way in changing fashion.**

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Only 18 months after the launch of its mechanical recycling platform, which gives access to sustainable and local material resources, CETI is pursuing its innovation strategy in the service of the digitalisation and reindustrialisation of the textile sector, by adding an essential brick: **creation and manufacture on demand, to produce locally in a short-circuit, in a reasoned manner.**

The second semester 2021, CETI will open **ON DEMAND FOR GOOD**, a unique platform in Europe, equipped with a complete range of fully synchronized industrial solutions and tools, to operate all stages of the on demand production chain from a single location: from the analysis of market data and consumer needs, to the eco-design of materials and garments, customization and then on demand production through a new industrial marketplace promoting Made in France.

With **ON DEMAND FOR GOOD**, prototypes and series of fabrics and garments can now be designed and launched in the right quantities from France. **This will enable brands and manufacturers to be more responsive to consumer demand, with a radical reduction in carbon footprint, stocks and unsold items.**

### **3 years of R&D and 2 million euros of investments to digitalize and promote the relocation of the textile industry.**

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Three years of research applied to the fashion industry, with some twenty Proofs of Concept (POC) carried out with international brands and innovative technological partners such as Lectra, have made it possible to experiment with the best disruptive innovations in order to build new standards in design and manufacturing on demand.

"Lectra wanted to join CETI's initiative to support a fashion and luxury industry of excellence, in the continuity of the research and innovation projects that have been successfully conducted together for several years. With an R&D budget of more than 31.5 million euros, we are investing in 4.0 Industry on a daily basis to serve our customers," explained Daniel Harari, Chairman and CEO of Lectra.

2 million euros are now being invested to equip **ON DEMAND FOR GOOD** platform, co-financed by the Hauts-de-France region and the french state to the extent of 50%. The aim is to enable the extended sector to become part of a new local, sustainable and competitive economic model and thus meet consumer expectations (transparency, respect for the environment, customization, capsule collections, product availability, etc.) and the new French regulatory constraints of the AGECE law, against waste and in favour of the circular economy, which now requires brands to have zero textile waste.

*"There will be no reindustrialization without a technological boost. France must invest in innovation to regain its sovereignty. In the textile sector, the challenges are sizeable: manufacturing new recycled materials on our soil and producing locally in a short-circuit. Thanks to our technological investments, France now has shared tools to implement this textile revolution and make it an industrial success. We are paving the way to act collectively and build new sustainable business models together. "* declares Pascal Denizart, General Director of CETI.

### **Modernising the French industrial sector to improve competitiveness.**

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**ON DEMAND FOR GOOD** will provide brands, retailers and manufacturers with a single location for cutting-edge technologies in the fields of creation, eco-design, customization and on-demand manufacturing, synchronised throughout the value chain. The players in the industry will now be able to test the 4.0 tools and processes in the real conditions of launching a collection, and then carry out the technological transfer for larger-scale industrialization on their current and future equipment.

« For fashion brands, the integration of 4.0 technologies as well as the support for change in their businesses are key success factors in the realisation of their strategic desire for a local and sustainable approach», comments Philippe Blanchart, Managing Director of Fit Retail.

With the support of its technical partners Lectra and Fit Retail, the engineering teams of the CETI's platform, made up of a tens experts in textiles, data, 3D design and artificial intelligence, will support the players in the extended sector in learning about and mastering the new generation of on demand design and manufacturing technologies.

## **Two synchronised modules at the heart of the ON DEMAND FOR GOOD platform:**

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- **DESIGN ON DEMAND platform - Digitalization of the design process, with integration of market and consumer data, to increase time to market, creativity and product customization, relocate the prototyping phase and reduce its impact on the environment:**
  - ⊗ Real-time data capture tools to adapt the product offering to market trends and consumer needs,
  - ⊗ Digital material library,
  - ⊗ Management of the colour chain,
  - ⊗ 3D simulation for materials (textile CAD) and shapes with Clo3D, Browzwear and Lectra Modaris®3D software for modelling, previewing, modifying, validating, putting into production and animating collections right through to retail-merchandising,
  - ⊗ Virtual reality to co-create with customers (B2B or B2C) through a direct exchange on the product and facilitate remote collaboration,
  - ⊗ Macro and micro matrix to analyse the performance and competitiveness of product ranges before industrialization.
  
- **PRODUCTION ON DEMAND platform - Acceleration of real-time production of collections (materials and garments) from the Design on Demand platform, on available manufacturing circuits connected to a local industrial marketplace, with 100% controlled traceability:**
  - ⊗ Selection of materials and accessories from the digital marketplace, with the possibility to access recycled materials from the CETI recycling demonstrator,
  - ⊗ Optimization of small series cutting at CETI with Lectra's Fashion On Demand solution,
  - ⊗ Manufacturing via the marketplace's network of manufacturers.

### **At the heart of ON DEMAND FOR GOOD - Initiation of the first 100% digitized European industrial marketplace, which will enable:**

- access to a qualified checklist of industrials of the Apparel sector referenced in Europe,
  - to distribute specifications to a selection of players in the sector,
  - to obtain visibility on the availability of production capacity and material stocks,
  - access to a digital material library,
  - guarantee the traceability of all flows to ensure transparency and security of data at each steps.

#### **About CETI**

CETI Centre Européen des Textiles Innovants - Innovating for better competitiveness and sustainability  
CETI, a private R&D centre, has been serving the wider textile industry since 2012. An internationally recognised centre for the transition to a circular economy, it provides brands and manufacturers with its textile technology platforms and engineering teams, which are a real asset for innovating in a sustainable development and competitiveness approach. The CETI works for the big names in luxury, sport and fashion both in France and internationally and has managed to federate a particularly dynamic network of players. [www.ceti.com](http://www.ceti.com)

#### **About FIT RETAIL**

FIT RETAIL is a business and technology consultancy that supports ready-to-wear, luxury and fashion brands in the digital transformation of their product information systems. FIT RETAIL's expertise covers the fields of 2D/3D Design, PLM, PIM/DAM and data integration and is based on established partnerships with leading market solutions. FIT RETAIL is currently the only French partner certified

in CLO 3D and BROWZWEAR technologies. FIT RETAIL, a subsidiary of the NEO-SOFT IT group (€100M turnover, 1100 employees), was created in 2018. It now has 32 employees, 4 offices (Paris, Lille, Rennes and Munich) and a turnover of €3.1M. FIT RETAIL has worked with 60 clients in Europe on over 120 projects. [www.fit-retail.com/](http://www.fit-retail.com/)

### **About Lectra**

For the companies that breathe life into our wardrobes, car interiors, furniture, and more, Lectra crafts premium technologies that facilitate the digital transformation of their industry. Its offering gives brands, manufacturers, and retailers the means to achieve their ambitions, from design to production, and the recognition and peace of mind they deserve. Founded in 1973, Lectra has 34 subsidiaries worldwide and serves customers in over 100 countries. With more than 1,700 employees, Lectra generated revenues of €236 million in 2020 and is listed on Euronext-Paris (LSS). [www.lectra.com](http://www.lectra.com).

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