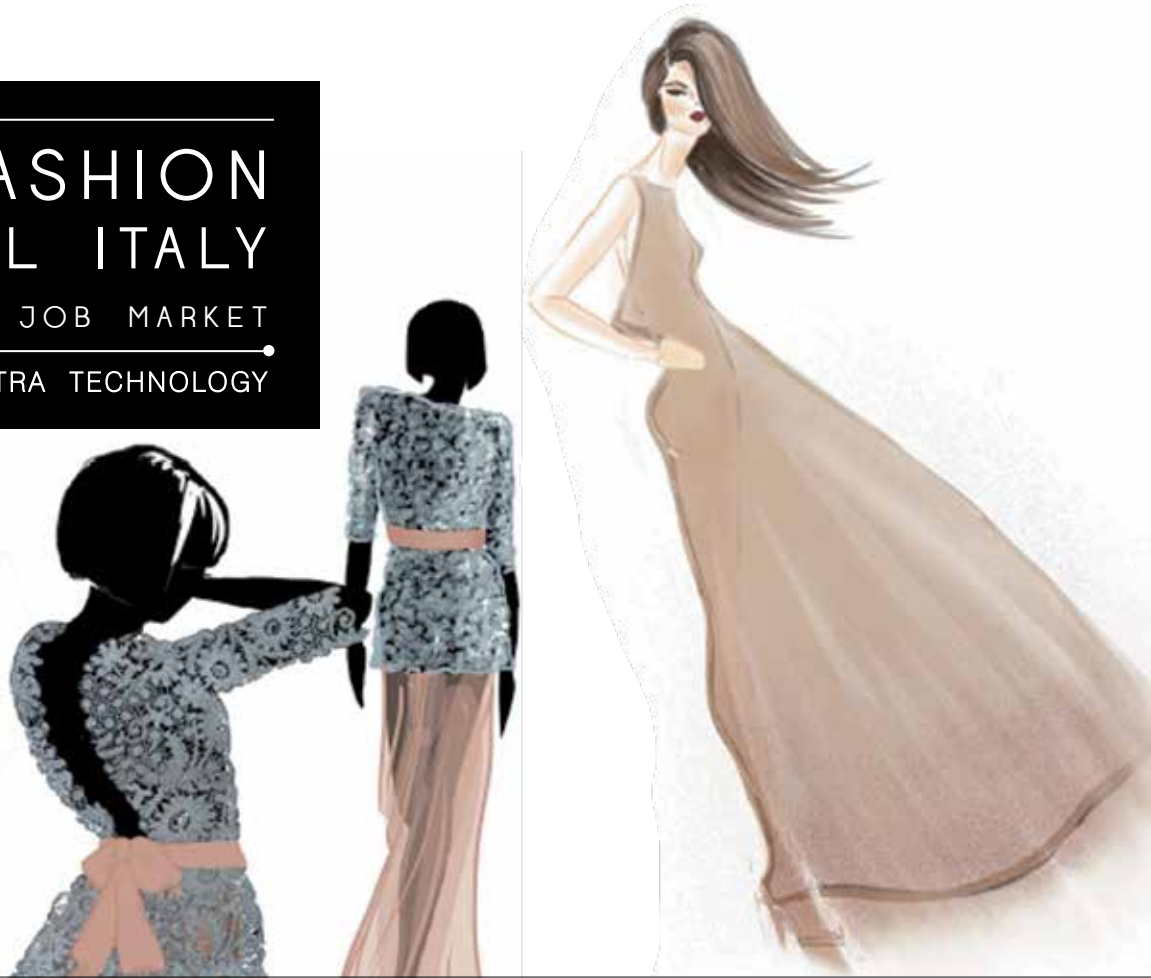


# SMR FASHION SCHOOL ITALY

HITTING THE JOB MARKET

BACKED BY LECTRA TECHNOLOGY



## PROFILE

SMR Fashion School Italy was founded in 1983 in Tuscany, Italy. For over 30 years, the fashion school has been training future fashion professionals. The curriculum covers different aspects of fashion, from design to pattern making to management. SMR Fashion School Italy partners with approximately 3,000 fashion companies in Italy and abroad to develop internships, give students real-world experience and also to help them find jobs.

## HIGHLIGHT

SMR Fashion School Italy and Lectra have been partners for more than 15 years. The school has set up innovative training methods combining laboratory and in-class practice with e-learning methods using technology. "Our school was founded with the aim of training students on technologies that meet fashion company needs. Lectra offers the most complete, innovative and reliable solutions to support us," says Rossella Chiassarini, SMR Fashion School Italy Director.

## LOCATION

Sansepolcro, Italy

## LECTRA SOLUTIONS

Kaledo® Modaris®  
3D

The fashion industry has evolved so significantly over the years that students and fashion professionals need to be trained on technology. “With ongoing research and innovative solutions, Lectra has allowed us to stay a step ahead by helping companies find people who are well-rounded to support fashion industry needs. Lectra also provides an important support through training courses for our teachers,” says Rossella Chiassarini.

For many companies, technology in fashion has become a key value-added factor to design a fashion product on time and at the right price. “Technology allows students to design aesthetic pleasing yet functional clothing that is also aligned with the reality of industrial production. It also guarantees better communication throughout the product lifecycle,” she adds.

“When we contact companies, we first highlight the ability of our students to use Lectra solutions. This is key for their employment.”

The employment rates of SMR Fashion School Italy graduates trained on Lectra are striking. “More than 90% of our students who know Lectra solutions find a job in the fashion industry, especially in the pattern making area,” states Rossella Chiassarini.



“We have integrated Lectra 3D solutions into our curriculum. Working on new technologies really stimulates students’ learning and helps them understand the importance of saving time when working on a garment. It also brings more accuracy to their way of working,” says Chiassarini. “Lectra offers undoubtedly the most efficient, complete and widely used solutions in our field and aligned to the market needs,” adds Doretta Dori, pattern-making teacher.



#### Lectra in Fashion

With over 40 year’s of expertise in fashion and apparel, Lectra’s mission is to provide a complete spectrum of design, development, and production solutions to confront 21<sup>st</sup>-century challenges. From first creative spark to final product, our professional services address an end-to-end process. We support the day-to-day operations of our customers in over 100 countries for around-the-clock process optimization. From fast fashion to luxury to ready-to-wear, Lectra’s 23,000 customers in markets as diverse as casual, sports, outdoor, denim, and lingerie represent every development and sourcing model imaginable. Beyond suppliers and manufacturers, they are the brands you love and the stores where you shop.

## STUDENT CORNER



Claudia Latini, European bachelor fashion design graduate used Lectra’s design solution for her collection called “Growing up from history”

Students are also convinced that mastering Lectra solutions will help their careers. Stefania Musumeci, European bachelor fashion design graduate, explains: “I had an interview with a fashion designer recently and when I spoke of my knowledge of Lectra she seemed very enthusiastic, saying that the same solutions were used in her company.”

“**Lectra offers undoubtedly the most efficient, complete and widely used solutions in our field and aligned to the market needs.**”

“Being trained on Lectra allows us to face the professional world with a greater knowledge and understanding of the automation of the fashion industry. Surely a student able to use Lectra will handle the job with greater autonomy,” adds Luna Vivaldi, who also graduated from the fashion design European bachelor fashion design course.

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