

COMMERCE

France's Lectra agrees to acquire Launchmetrics

January 12, 2024



The cloud technology platform has entered into an agreement with Lectra, which has purchased 50.3 percent of the business for \$85 million. Image credit: Launchmetrics

By LUXURY DAILY NEWS SERVICE

Cloud technology platform Launchmetrics is selling a major stake in its business.

Headquartered in Paris, software company Lectra will acquire the majority of the brand performance cloud's capital and voting rights for \$85 million. The leader in fashion technology now owns 50.3 percent of Launchmetrics, with plans to execute a full buyout by 2030.

"Launchmetrics wanted to join forces with the Lectra Group in order to accelerate the development of its offering on a global scale, alongside a fashion technology leader," said Michael Jas, founder and CEO of [Launchmetrics](#), in a statement.

"The alliance of Launchmetrics and Lectra will enable us to enrich our respective offers with even more artificial intelligence and complementary data both product and marketing to provide our customers with a unique value proposition."

Dealing in data

The acquisition of the remaining voting rights and capital is set to occur in five waves, every year from 2025 to 2028, with a final round in 2030, presenting a total valuation of between \$200 million and \$240 million.

This projection is based on double-digit growth expected from now until 2029. Bpifrance, a Launchmetrics shareholder, will sell part of its shares during this purchase, remaining involved until 2027.

In 2016, two entities Fashion GPS and Augure merged to form Launchmetrics. The company's features support professionals working in beauty, lifestyle and fashion ([see story](#)).

In 2023, Launchmetrics' revenues are expected to land near \$45 million, generated from nearly 1,700 customers in 20 nations.



The cloud technology platform has entered into an agreement with Lectra, which has purchased 50.3 percent of the business for \$85 million. Image credit: Launchmetrics

Lectra, which creates CAD software and CAM cutting-room systems for leather and textiles, is itself involved with software and data analytics, and will soon onboard a new team.

"This acquisition naturally fits with Lectra's approach to expanding its presence in the fashion market, by covering additional strategic links of its customers' value chain," said Daniel Harari, chairman and CEO of Lectra, in a statement.

"Combining our existing solutions with those of Launchmetrics establishes the group as the only technological actor to support its customers from product development to production, then from collection management to marketing, e-commerce, and traceability," Mr. Harari said. "After seven acquisitions over the past six years, this new strategic step enables Lectra to continue to push the boundaries by defining a new framework for Industry 4.0 in fashion and is fully aligned with the 2023-2025 strategic roadmap, presented in February 2023."

© 2024 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.