



NEWS RELEASE

A.P.C. Deploys Global Growth Strategy and Strengthens CSR Commitment with Centric PLM

The Parisian fashion brand goes live with Centric Software's PLM solution, the cornerstone of a major business transformation and development project

CAMPBELL, Calif., November 28, 2024 – Centric Software®, the Product Lifecycle Management (PLM) market leader, is delighted to announce that A.P.C., the French mid-range men's and women's ready-to-wear brand, has successfully completed the first phase of its Centric PLM™ implementation. Centric Software provides the most innovative enterprise solutions to plan, design, develop, source, buy, make, price, allocate, sell and replenish products such as fashion, luxury, footwear, outdoor, home and related goods like cosmetics & personal care as well as multi-category retail to achieve strategic and operational digital transformation goals.

Founded by Jean Touitou in 1987, A.P.C. offers authentic, affordable and durable ready-to-wear collections for both men and women. With an international presence, A.P.C. runs a diversified distribution network that includes independent boutiques, wholesalers, websites and distribution licenses.

Faced with strong growth in international markets, an increase in the number of SKUs and growing operational complexity, A.P.C. decided it needed a [PLM solution](#). In January 2023, the company selected Centric PLM to structure collection planning and strengthen environmental responsibility. In the longer term, A.P.C. also plans to integrate Centric PLM with ERP and set up a supplier portal.

"Our PLM project is a major business growth initiative to support our strategy of handling global complexity, standardizing our workflows and enabling sustainability. Our creative studio staff are by no means the only ones involved. We

intend to drive radical change across all our processes, in how we communicate, and in the way we work,” says Fabrice Henneron, Studio Director at A.P.C. “The Centric PLM deployment project has refocused our entire organization.”

After defining A.P.C.’s specific requirements, Centric held a series of workshops to present, configure and test the different modules before go-live. “We received excellent support from Centric’s experts right from the start,” says A.P.C. PLM Project Manager, Alexis Freitas. “The workshops helped raise awareness of the importance to adopt change and quickly swept away any reluctance among our teams.” Centric’s technical expertise and the close partnership set this deployment apart from more conventional ones. “Centric’s fashion expertise was invaluable when it came to deploying the solution. The Centric team is always available to highlight industry best practices, which they know intimately, gently steering us toward the most effective solutions for our organization’s specific needs,” adds Henneron.

At the end of this first deployment phase, A.P.C. has already reduced its over-reliance on spreadsheets and significantly improved communication among its teams, who now have a centralized product data repository. The second phase will integrate Centric PLM with the Fairly Made environmental score calculation platform.

“Centric Software is a technology partner we can grow with. Like a parent with their child, they take us by the hand and teach us how to thrive. Adopting Centric PLM will spur A.P.C. to achieve its full potential,” concludes Henneron.

“We are proud to support A.P.C. as they continue to modernize and grow their operations,” says Fabrice Canonge, president of Centric Software. “This first phase shows promising results and sets the stage for a rewarding long-term partnership. We look forward to seeing the benefits of the upcoming deployment phases as they continue to extend their adoption of Centric solutions.”

Learn more about [Centric Software](#)

See Centric AI-Powered Solutions in action at NRF [2025](#), Booth #6257

[Request a demo](#)

A.P.C. (www.apc.fr)

Founded by Jean Touitou in 1987, A.P.C. is a French clothing brand renowned worldwide for the creativity, authenticity and durability of its products. While the name A.P.C. itself is associated with raw denim, the brand offers a wide range of clothing and accessories for women and men in search of bold style that won't overshadow their personality. Jean Touitou works with his wife, Judith Touitou, the artistic director of A.P.C.

The initials A.P.C. stand for *Atelier de Production et de Création* (Production and Creation Workshop), as the brand considers these two fashion fundamentals to be equally important. Without production, creation is merely an idea. And without creation, a piece of clothing will never come to life.

The style of A.P.C. is deliberately understated. Jean Touitou embodies the lack of extravagance and excess characteristic of A.P.C. clothing. The chic, easy-to-wear clothing—in timeless styles and made from high-quality materials—focuses on the essentials.

Since 2023, A.P.C. has been owned by the L. Catteron investment fund.

Centric Software® (www.centricsoftware.com)

From its headquarters in Silicon Valley, Centric Software provides an innovative and AI-enabled product concept-to-replenishment platform for retailers, brands and manufacturers of all sizes. As experts in fashion, luxury, footwear, outdoor, home and related goods like cosmetics & personal care as well as multi-category retail, Centric Software delivers best-of-breed solutions to plan, design, develop, source, buy, make, price, allocate, sell and replenish products.

- **Centric PLM™**, the leading PLM solution for fashion, outdoor, footwear and private label, optimizes product execution from ideation to development, sourcing and manufacture, realizing up to 50% improvement in productivity and a 60% decrease in time to market.
- **Centric Planning™** is an innovative, cloud-native, AI solution delivering end-to-end planning capabilities to maximize retail and wholesale business performance, including SKU optimization, resulting in an up to 110% increase in margins.
- **Centric Pricing & Inventory™** leverages AI to drive margins and boost revenues by up to 18% via price and inventory optimization from pre-season to in-season to season completion.
- **Centric Market Intelligence™** is an AI-driven platform giving insights into consumer trends, competitor offers and pricing to boost competitiveness and get closer to the consumer, with an up to 12% increase in average initial price point.
- **Centric Visual Boards™** pivot actionable data in a visual-first orientation to ensure robust, consumer-right assortments and product offers, dramatically decreasing assortment development cycle time.

Centric Software's market-driven, best-of-breed solutions have the highest user adoption rate, customer satisfaction rate and fastest time-to-value in the industry. Centric Software has received multiple industry awards and recognition, appearing regularly in world-leading analyst reports and research.

Centric Software is a subsidiary of Dassault Systèmes (Euronext Paris: #13065, DSY.PA), the world leader in 3D design software, 3D digital mock-up and PLM solutions.

Centric Software is a registered trademark of Centric Software, Inc. in the US and other countries. Centric PLM, Centric Planning, Centric Pricing & Inventory, Centric Market Intelligence and Centric Visual Boards are Trademarks of Centric Software, Inc. All third-party trademarks are trademarks of their respective owners.

Media Contacts:

Centric Software

Americas: Jennifer Forsythe, jforsythe@centricsoftware.com

EMEA: Kristen Salaun-Batby, ksalaun-batby@centricsoftware.com

APAC: Lily Dong, lily.dong@centricsoftware.com