



NEWS RELEASE

Blutsgeschwister Goes Live with Centric PLM to Drive Creative and Operational Excellence

The German womenswear brand streamlines product development while boosting efficiency

CAMPBELL, Calif., February 18, 2025 – Centric Software® is pleased to announce that Blutsgeschwister has successfully gone live with Centric PLM™. 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.

Blutsgeschwister, the Berlin-based women's clothing and accessories brand known for its vibrant prints and commitment to sustainability, has officially implemented Centric PLM replacing the old legacy system in use. This milestone marks a significant step in modernizing their product lifecycle processes, aligning with their dedication to creating "Feel Good Wear" for empowered women.

With multiple product lines for seasonal initiatives twice a year, Blutsgeschwister faced increasing complexity in its product development due to bespoke fabric designs and an emphasis on compliance with social standards. Previously reliant on manual processes and spreadsheets, the company sought a scalable solution to reduce errors, improve collaboration and accelerate time-to-market.

Sandra Walker, Chief Procurement Officer and management board member at Blutsgeschwister notes, "Our goal was to centralize data and create a single source of truth for our teams. Centric PLM offered the tools we needed to

standardize our ways of working and reduce manual work, paving the way for greater transparency and efficiency.”

The company tested the system alongside legacy processes to ensure a smooth transition. While the project timeline was extended slightly due to planning constraints, the benefits are already evident.

Josephine Jutzi, Product Developer and PLM project lead, highlights, “The system has significantly improved the way we work. Our teams now have real-time access to accurate data, reducing errors and saving time in product development phases and approval stages. Collection overviews are easier to create, which has enhanced communication across design, marketing, production and procurement.”

Early feedback from users reflected high satisfaction with Centric PLM. Consolidating data has reduced redundancies and empowered teams to focus on both creative and strategic initiatives more than manual work, which is one of the main objectives of the management. “Quantitative KPIs include shortened development cycles and increased team productivity, while qualitative benefits such as enhanced transparency and collaboration are helping to drive innovation,” adds Jutzi.

Centric’s consultants worked together with the Blutsgeschwister team consistently, from concept to completion. Centric’s familiarity with industry KPIs and fluency with the systems and processes Blutsgeschwister implemented led to a strong and positive collaboration. Sandra Walker added, “The Centric team provided actionable solutions that helped Blutsgeschwister ‘stay out of the box’ and strive ahead in their daily operations.”

Looking ahead, Blutsgeschwister plans to extend its use of Centric PLM to supplier connectivity and implement a certificate management system to further its sustainability goals and connect the system to their 3D prototyping tool.

Fabrice Canonge, President of Centric Software, concludes, “We are thrilled to partner with Blutsgeschwister in their mission. This collaboration showcases

how Centric PLM drives efficiency while enabling creativity and compliance in the fashion industry.”

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Blutsgeschwister (www.blutsgeschwister.de/en)

Blutsgeschwister has been creating colorful, sustainable clothing for confident women since 2001. Designed in Berlin and made under fair working conditions, their collections reflect a bold, imaginative approach to fashion. Blutsgeschwister operates 15 flagship stores across Germany and works with 400+ retail partners throughout Europe.

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.

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