



NEWS RELEASE

TEVEO Ignites Growth and Business Expansion with Centric PLM Implementation

German sportswear brand partners with Centric Software to boost efficiency and speed new product development

CAMPBELL, Calif., April 1, 2025 – Centric Software® is pleased to announce that leading direct-to-consumer (DTC) German sportswear brand, TEVEO, has successfully implemented Centric PLM™ to streamline processes and bolster growth. Centric Software provides the most innovative enterprise solutions to plan, design, develop, source, buy, make, price, allocate, sell and replenish products such as fashion, outdoor, luxury, footwear, home and related goods like cosmetics & personal care as well as multi-category retail to achieve strategic and operational digital transformation goals.

TEVEO was founded in 2019 by Amelie Schröpfer and Chris Stahl while they were business students at FAU Erlangen-Nürnberg. Schröpfer was a popular fitness and fashion influencer and the duo identified a market gap — the need for high performance, stylish sportswear. It launched a small collection of leggings and sports bras in 2019 and six years later, the D2C brand has generated over €50 million in revenue and releases new and bestselling styles 24 times per year. The brand is best known for its 'scrunch' style leggings and bras and has expanded its range to include menswear. It recently opened a 9,000 square meter logistics facility housing over 1.5 million items and with more than 100 team members.

TEVEO's rapid growth and need to speed time to market spurred its search for a product lifecycle management (PLM) solution in 2023. It chose Centric PLM to power growth, speed new product development, free teams from manual work and integrate all systems. Key users at TEVEO worked with Centric PLM in previous roles, making it the clear choice. Before adopting it, manual tasks and data entry caused frustration for teams and increased errors.

“We have a very tight schedule, and this year we are releasing more collections,” says Zanning Huang, Application Owner and Centric PLM Project Lead at TEVEO. “Centric PLM fits us because of its fashion industry focus and our need to have all product information and lifecycle management in one place to speed timelines and be more competitive.”

TEVEO’s Centric PLM implementation was as rapid and it completed phase one remotely in just a few months. They went live in December 2024 having quickly onboarded key product team users who are experiencing the benefits of a ‘single source of truth’.

“With Centric PLM, we have the ability to bring more collections to life very quickly with the same number of people and easily replicate product development processes,” says Alexander Roddis, CTO at TEVEO. “PLM also reduces the pain of manual work for our sourcing and design team members.”

TEVEO will integrate Centric PLM with its ERP and middleware so that it can ‘talk to’ all the existing systems across the company.

TEVEO cites the agile approach of Centric Software experts and reports high user adoption rates and positive team feedback in the early stages.

“We had a very condensed timeline and Centric Software was flexible and adapted the methodology to work with our needs,” shares Huang. “Our key users are very happy with the system; all of our requirements were implemented in phase one and Centric PLM is straightforward and easy-to-use.”

“We are thrilled with TEVEO’s rapid and successful Centric PLM implementation,” says Fabrice Canonge, President of Centric Software. “We look forward to TEVEO being part of the Centric Software ecosystem and to our long-term partnership.”

Learn more about [Centric Software](#)

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TEVEO (teveo.com)

TEVEO is a premium lifestyle and sportswear brand designed for the new generation. Founded in 2019 with a vision to inspire and empower people through innovative, high-quality activewear, TEVEO has redefined fitness fashion as a celebration of strength, self-expression, and individuality.

From its iconic Booty Scrunch Leggings to versatile, fashion-forward essentials, TEVEO's designs are crafted to enhance, support, and move with you, delivering both performance and style. More than just activewear, TEVEO represents a global community, where sports become a source of empowerment and connection.

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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