



## NEWS RELEASE

### **Kiğılı Partners with Centric Software to Drive Retail Expansion & Digital Transformation**

*Turkish menswear leader selects Centric Planning to consolidate end-to-end retail planning and accelerate business growth*

**CAMPBELL, Calif., May 27, 2025** – Centric Software® is pleased to announce that Kiğılı, leading Turkish menswear brand and retailer, has selected [Centric Planning™](#) to digitalize retail planning and accelerate strategic 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, 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 in 1938, Kiğılı has built a legacy in the menswear retail sector offering contemporary yet timeless collections that blend comfort and style. With over 180 stores in Türkiye and more than 50 points of sale in 15 countries, Kiğılı caters to a diverse customer base across multiple sales channels, including physical stores, e-commerce, marketplaces and wholesale. Seeking to enhance its merchandise planning and operational efficiency, Kiğılı embarked on a digital transformation journey, selecting Centric Planning as a key driver.

Previously relying on Excel-based solutions and in-house tools for tasks like Stock Keeping Unit (SKU) rationalization and store segmentation, the company found it challenging to manage the overall process in an integrated manner. Now with Centric Planning, Kiğılı can replace outdated spreadsheets with a powerful, AI-driven planning platform that will enable accurate allocation, store planning and supply planning to support store and regional growth.

“This project is at the center of our digital transformation strategy,” says Hüseyin Deveci, Supply Chain Director at Kiğılı. “Planning is the cornerstone of our

business operations and with Centric Planning, we are setting a solid foundation for future growth.”

“With Centric Planning, we aim to align pre-season planning with in-season execution, ensuring we make the right purchasing decisions, position products at the right sales points at the right time and replenish efficiently when needed,” continues Deveci. “This integration will allow us to work more strategically and dynamically in response to market changes.”

Following an extensive evaluation of multiple planning solutions, Kiğılı selected Centric Planning for its ability to provide an integrated, end-to-end merchandise planning approach tailored for fashion retail.

“We investigated many solutions—over 15 different systems—and Centric Planning stood out by offering the most effective solutions tailored to our processes,” says Deveci. “What impressed us most was how it connects all planning processes into a flexible and unified structure. Previously, managing different planning stages independently required significant manual effort. With Centric Planning, all these phases will now be streamlined, allowing our teams to focus on strategic initiatives rather than administrative tasks.”

“With Centric Planning, Kiğılı will benefit from an intelligent, unified solution that streamlines planning from top to bottom,” says Fabrice Canonge, President of Centric Software. “We are proud to partner with Kiğılı on their transformation as they transition into a new era of retail success.”

**Learn more about [Centric Software](#)**

**[Request a demo](#)**

**Kiğılı ([www.kigili.com](http://www.kigili.com))**

Founded in 1938, Kiğılı continues to be one of Türkiye’s leading menswear fashion retail brands with over 85 years of a rich history. Kiğılı embraces the

concepts of comfort and self-confidence. Kiğılı started its transformation journey in 2023 in order to carry the brand into the future while preserving its essence. Acting with the motto “Feel good at Kiğılı!”, the brand offers the perfect harmony of comfort and style for modern men and draws attention with its world-class collections.

With 180 stores in the country and more than 50 sales points in 15 countries abroad, Kiğılı offers a wide variety of products that meet all the needs of those who value style, from daily wear to special occasions. With its product range spanning from suits to shirts, from knitwear to sportswear, from shoes to accessories, Kiğılı also adds an elegant touch to men's style with its perfume and cologne collections that complement elegance.

Abdullah Kiğılı Exclusive Cut, the premium brand of the company, has been standing out with its special collections and made-to-measure service that emphasize the elegance of the modern man since 2006. Abdullah Kiğılı Exclusive Cut, where the finest local and Italian fabrics meet modern and timeless designs, offers a privileged fashion experience in the luxury segment with the highest quality materials and impeccable workmanship.

Türkiye’s leading menswear brand, Kiğılı, aims to respond to the needs of not only today but also the future with its environmentally friendly production processes and innovative business models. Sustainability vision forms the basis of the values created by the brand.

**Centric Software® ([www.centricsoftware.com](http://www.centricsoftware.com))**

From its headquarters in Silicon Valley, Centric Software provides an innovative and AI-enabled product concept-to-commercialization platform for retailers, brands and manufacturers of all sizes. As experts in fashion, luxury, footwear, outdoor, home, cosmetics & personal care as well as multi-category retail, Centric Software delivers best-of-breed solutions to plan, design, develop, source, comply, buy, make, price, allocate, market, 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 delivering 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 PXM™**, AI-powered product experience management (PXM) encompasses PIM, DAM, content syndication and digital shelf analytics (DSA) to optimize the product commercialization lifecycle resulting in a transformed brand experience. Increase sales channels, boost sell through and drive margins.

Centric Software's market-driven 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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Media Contacts:

**Centric Software**

Americas: Jennifer Forsythe, [jforsythe@centricsoftware.com](mailto:jforsythe@centricsoftware.com)

EMEA: Kristen Salaun-Batby, [ksalaun-batby@centricsoftware.com](mailto:ksalaun-batby@centricsoftware.com)

APAC: Lily Dong, [lily.dong@centricsoftware.com](mailto:lily.dong@centricsoftware.com)