



PRESS RELEASE

JAJ Group Deploys Centric PLM to Transform and Modernize Data Management

Official distributor of Schott NYC and Rivas brands consolidates data to streamline business processes and save its teams time

CAMPBELL, Calif., May 20, 2025 – Centric Software® announces that French group JAJ – creator, manufacturer and exclusive distributor for Schott NYC in Europe and worldwide license holder for Rivas—has successfully deployed its Product Lifecycle Management solution, Centric PLM™, within scope and on budget. JAJ Group’s adoption of Centric PLM demonstrates its commitment to modernizing business processes to increase operational efficiency and strengthen its leadership position in a highly dynamic textile sector. Centric Software provides the most innovative enterprise solutions to plan, design, develop, source, buy, make, price, allocate, sell and replenish products in 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.

Schott NYC offers a range of affordable men’s, women’s and children’s ready-to-wear clothing inspired by US military styles, as well as footwear and stationery items. Schott NYC licensed its European business to JAJ Group in the 1970s. With the exception of some leather and fabric jackets, which are still made in the company’s US workshops, all textiles for the European market are manufactured by JAJ Group in Asia, Turkey and North Africa. JAJ Group acquired the Rivas license in 2023 and now designs and distributes the brand’s summer footwear and textiles.

JAJ Group originally wanted to replace its inflexible legacy Enterprise Resource Planning (ERP) system. Its existing product lifecycle management (PLM) system was also obsolete and rarely used. However, during their research, JAJ Group’s

executives recognized the strengths and value of PLM technology. They ultimately decided to postpone the adoption of a new ERP and to invest first in a PLM solution.

“We prioritized PLM because of our outdated way of working, using spreadsheets and manual sketches,” says Sophie Azzoug, Schott NYC’s Product Director. “We produce in small quantities in small factories. Our designs require excellent product expertise. We wanted to increase our efficiency and needed a solution that could adapt to these specific requirements. We also needed to accelerate our digitalization efforts with the launch of our new e-commerce site and optimize how we integrate with the platforms used by our customers, who include La Redoute, Zalando, Galeries Lafayette and Printemps. These partnerships involve entering accurate product data into various matrices within tight deadlines.”

JAJ Group also wanted to simplify, speed up and streamline the supply and entry of CSR data required by AGEC, France’s anti-waste legislation. “We were constantly re-entering the same information across multiple platforms and tools. With Centric PLM, all systems are connected, and data is stored in one place and can be easily extracted,” adds Azzoug. “From this single source of truth, we’ll be able to harmonize our working practices, increase the efficiency of our planning process and improve product data quality. This will also enable us to process more data, in bulk, very quickly.”

JAJ Group chose Centric Software for its proven experience in the fashion industry, backed by positive feedback from other customers. “Some of our employees had previously used Centric PLM, which made our choice even easier,” explains Azzoug. JAJ Group successfully deployed Centric PLM within scope and on budget. The Centric team provided support throughout the project, with more hands-on involvement during the critical final implementation stages.

“Now everyone on our team has access to the same information simultaneously, eliminating quality issues and saving us time. The platform keeps everyone updated on the progress of other users, and we’ve already started developing our Schott

NYC 2026 collection using Centric PLM,” says Azzoug. “Looking ahead, we plan to link Centric PLM to our future ERP system and the [Fairly Made®](#) traceability platform, improving our ability to track and measure the social and environmental impact of our products.”

“We are thrilled to be supporting JAJ Group in its digital transformation journey,” says Fabrice Canonge, President of Centric Software. “JAJ is a fast-growing group that was quick to recognize Centric PLM’s unique strengths. This implementation showcases how Centric Software effectively addresses each brand’s specific needs, simplifies their complex operations and helps them leverage their expertise to full advantage.”

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JAJ Group (jaj.fr)

JAJ Group is a French company specializing in the design, manufacturing, marketing and distribution of sportswear and casual clothing. As the creator, manufacturer and exclusive distributor of the Schott NYC brand in Europe, the group sells jackets for men and women, leather goods, outdoor clothing and sweatshirts. The group now also holds the worldwide license for the Rivas brand. Since 2023, JAJ Group has designed and distributed the brand’s summer footwear and textiles.

Centric Software® (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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