



NEWS RELEASE

Home&you Designs Its Future with Centric PLM

Polish home décor company successfully goes live with Centric PLM to drive innovation, foster business expansion and streamline operations

CAMPBELL, Calif., June 2, 2025 – Centric Software® is pleased to announce that home&You, a leading Polish home décor and furnishings retailer, has implemented Centric PLM™ to accelerate go-to-market innovation, optimize operations and enhance collaboration. 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.

Home&you was founded as a textile company known as MISTRAL in 1992 before evolving into home&you S.A. With over 30 years of serving customers in Poland, the company now generates approximately €150 million in annual revenue. Headquartered in Gdansk and specialized in home textiles, décor, kitchen items, small furniture and lighting products, the company is expanding rapidly, selling its products through local retail stores while steadily strengthening its e-commerce presence. This includes an increasing international marketplace reach, with recent entries into regions such as Germany and Spain.

Amid rapid growth and the challenges of an outdated and unstable PLM system, home&you sought a future-proof solution for its product development that offered stability, innovation and efficiency without extensive customization. “Centric PLM stood out as the ideal technology because of its proven industry expertise, extensive feature set and user-friendly configuration options,” says Michał Jaros, IT

Director at home&you. After evaluating multiple providers, home&you was convinced by Centric Software's deep industry experience and expert guidance, ensuring seamless integration with their ERP and vendor management processes. With a network of over 500 vendors, the company is also focused on optimizing and simplifying supplier management to enhance operational agility.

The implementation process was intensive yet successful, spanning approximately ten months. Despite the tight timeline, Centric PLM was successfully deployed. "The Centric experts were supportive and brought experience from other customers, enabling them to propose solutions that fit our needs perfectly," Beata Koszarek, PLM Project Manager explains. "They really know the business, we didn't have to describe our processes from scratch and this was a game-changer," adds Jaros.

With a modern and robust PLM solution now in place, home&you has already seen immediate benefits, despite the go-live occurring mid-season. "Creating products in bulk and replicating SKUs is now significantly easier compared to our previous system," Koszarek says. "It takes considerably less time than before thanks to a reduction in manual tasks and fewer errors," she adds.

Beyond technology, the home&you team values the expertise and support provided by Centric Software's implementation specialists. "We were looking for a provider that offers both a solid platform and experienced consultants with industry know-how and Centric Software delivered on both fronts," says Jaros. "Looking ahead, we don't anticipate any major changes in how we use Centric PLM, as it suits our needs. We're looking forward to growing our business with a reliable PLM."

In the next phase, home&you plans to expand its use of Centric PLM by implementing Centric's "Capture It" app to enhance product sourcing and team collaboration. "With the mobile app, our buyers will be able to capture product inspirations and vendor details on the go, further streamlining our product development process," notes Jaros. "We see this as a key step in strengthening our digital capabilities and improving efficiency."

“We are thrilled to partner with home&you as they continue to expand their business through innovation and streamlined operations,” says Fabrice Canonge, President of Centric Software. “By leveraging Centric PLM, home&you is well-positioned to enhance product development, improve supplier relationships and accelerate market responsiveness.”

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Home & You (www.home-you.com)

Designing original, lovely and functional interiors is our passion. We are a Polish company from Gdansk. We have accompanied our customers in creating their dream interiors for over 30 years. Our brands stand out for the variety of styles, unique design, high quality and functionality. We create beauty as we observe, set trends and follow the needs of our individual and business customers.

With over 30 years in the market, we constantly evolve in order to increase the value of our own products as well as the products of our partners. We explore new markets, sales channels, partnerships, categories and services. We also built a cohesive ecosystem around home&you, our leading brand that is our promise of quality and the concept of beauty defined as coherence and harmony. We are committed to responsibility and transparency to enhance our position on the home furnishing market and in this way we always put the needs of our customers first.

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, food & beverage, 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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