



NEWS RELEASE

GLDN by Görtz Steps Up Product Development with Centric PLM

German Footwear & Lifestyle Brand Partners with Centric Software to Accelerate Workflows and Maximize Margins

CAMPBELL, Calif., June 3, 2025 – Centric Software® is pleased to announce that GLDN by Görtz has selected Centric PLM™ to boost operational efficiency and power digitalization. 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, 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 May 2024, GLDN by Görtz is more than just a fashion brand: innovative, versatile and inspiring, it celebrates individual style with thoughtfully designed women's capsule collections based on a mix-and-match concept. From sneakers and ballerina pumps to sandals and high heels, GLDN empowers customers to create effortless day-to-night looks, starting with the perfect pair of shoes. Available in around 16 stores, GLDN is already making its mark in the premium fashion space, with a 360-degree shopping experience that combines style and convenience. With plans to launch its online store in 2025, GLDN by Görtz is poised to become a go-to destination for modern, versatile fashion.

Always striving for innovation and efficiency, GLDN by Görtz recognized the need for a Product Lifecycle Management (PLM) solution to simplify complex processes and enhance data management—planning to reduce administrative tasks and ensure a scalable, future-ready foundation for growth.

"We implemented Centric PLM at a former company I worked for and were so impressed by the time savings it delivered that we immediately decided to adopt

it at GLDN,” says Sandra Eckhardt, Head of Technical Design & Supply Chain Management at GLDN by Görtz.

GLDN selected Centric SMB, the cloud-based PLM solution for small and mid-sized businesses, for its user-friendly, easy-to-adopt interface, impressive configurability and end-to-end supply chain visibility.

“Centric PLM offers teams across the company a detailed overview of product development processes and the possibility for super users to simply add new fields or content in the system is a game changer,” shares Eckhardt. “It also enables us to monitor compliance with evolving regulations, including The German Supply Chain Act, which demands higher levels of transparency, ethical sourcing and sustainability across our supply chain.”

GLDN by Görtz plans to centralize all product related data in PLM and anticipates significant cost and time savings. In the future it will integrate Centric PLM with its ERP system to further advance its digitalization strategy and may also onboard its suppliers in a future phase.

“Our experience with the Centric Software team has been supportive and positive,” concludes Eckhardt. “Communication has been excellent; the team ensured the introduction to the system was smooth and they competently addressed any challenges that arose.”

“We are thrilled to partner with GLDN by Görtz on its evolution from a traditional premium footwear brand to a 360-degree lifestyle company,” says Fabrice Canonge, President of Centric Software. “We look forward to its successful implementation that delivers on its promise to save valuable time, boost profitability and streamline product development.”

[Learn more about Centric solutions.](#)

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Görtz (goertz-corporate.de)

Görtz is more than just a shoe shop: We support our customers' style with diverse, fascinating and passionate shoes and accessories and sell a range that fits perfectly into their lives. The traditional Hamburg company looks back on over 145 years of existence and a fascinating company history. It all started with a shop opened by Johann Ludwig Görtz in 1875 on just 14 square meters. Today we are constantly offering new fashion impulses for shoes and accessories in Germany and Austria. And our employees, under the management of Bolko Kissling, do their best to offer our customers a special shopping experience.

Small and trendy, large and impressive. Countless possibilities in between. In around 45 branches in the largest cities. Görtz offers fashionable collections for women, men and children in its branches. In addition to brands such as COX, Another A or Belmondo, the branches show a diverse range of premium labels through trendy fashion brands such as Vagabond or Copenhagen. All branches offer modern architecture and sophisticated presentations in sales areas ranging from 300 to more than 2000 square meters. Whether as a modern loft with a clear design or as a large flagship store. Görtz invites you to a fascinating shopping experience in an uncomplicated atmosphere.

There are many reasons for sustainable success. But there is a simple basis: good shoes. The Görtz range combines selected international brands with high-quality brands of our own design. Because even the smallest seam deserves the greatest love. So, we offer everything under one roof, selected and curated with traditional experience.

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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