



NEWS RELEASE

YARGICI Boosts Efficiency by 10% with Successful Centric PLM Implementation

Turkish lifestyle brand partners with Centric Software to streamline processes and power international growth

CAMPBELL, Calif., June 5, 2025 – Centric Software® is pleased to announce that Turkish apparel and lifestyle brand, YARGICI, has successfully implemented Centric PLM™ to boost efficiency 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.

Founded by Emir Yargici in 1978, YARGICI has evolved into a premium ready-to-wear fashion and lifestyle brand, known for its timeless sophistication and minimalist aesthetic. With over four decades of experience, YARGICI has established itself as a leading Turkish brand with over 50 retail stores located in the most upscale neighborhoods in Turkey and a popular e-commerce channel to serve its international customers. Based in Istanbul with more than 450 employees, YARGICI's current global footprint extends to countries including Azerbaijan and Northern Cyprus.

YARGICI has been expanding its global business targeting international department stores in Europe and the Middle East to increase its presence outside Turkey. This aligns with its strategy of growing into a globally recognized lifestyle brand while maintaining its premium positioning. It is focused on technology innovations and task automation and it implemented a product data management system (PDM) a few years ago.

“With our PDM, we found that we were losing data and experiencing unpredictable blockages due to insufficient capabilities of custom developments which led us to search for a more reliable and efficient partner,” says Elvan Yaykiran, Creative Director at YARGICI. “To cope with the ever-changing fast-paced needs of retail, to use time and resources more efficiently and catch up with world-class standards, we knew it was only possible with an upgrade—for us it was a PLM.”

YARGICI selected Centric PLM for its fashion and lifestyle industry expertise, vast global reach, single source of truth, interconnectivity and agility. Yaykiran explains, “Our PDM system wasn’t compatible with our ERP, which caused issues. Centric PLM’s ERP connectivity, its user-friendly interface and its safe and secure data storage were key factors in our decision.”

YARGICI successfully launched Centric PLM in just a few months and its design, buying, product category and planning, manufacturing and sourcing, IT and finance team members are now active system users. All teams have already achieved results including time saved, streamlined operations and reduced errors.

“With a single source of truth for data and information, we’ve saved time and reduced instances of misinformation due to human error,” shares Yaykiran. “We’ve also been able to get rid of import and export images to the PLM with Centric’s Adobe Connect, speed up the purchase order and pricing processes as well as made work easier for our teams through remote access and real-time data sharing. As a result, we’ve seen a 10% increase in overall efficiency.”

When asked about the implementation process and what to look for in a PLM partner, YARGICI emphasized the need for motivation, adaptability and a willingness to learn new technologies. Yaykiran also stressed the importance of having a knowledgeable and responsive PLM partner.

“The Centric Software team has been very supportive, patient, punctual and competent throughout the entire onboarding phase. Their industry knowledge and experience with best practices guided us through the journey,” says

Yaykiran. "Internally, the process was smooth because our teams had an open mindset and got involved in the process during the development stage. It was a one-off investment that will save us time in the future."

"We're thrilled to celebrate YARGICI's successful Centric PLM implementation and its boost in operational efficiency," says Fabrice Canonge, President of Centric Software. "We look forward to partnering with them throughout their continued growth and global expansion."

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YARGICI (www.yargici.com)

YARGICI is a retail, wholesale and online women's fashion and lifestyle brand based in Istanbul with 450+ employees. For over 40 years, YARGICI has secured its position as one of the major apparel retailers in the local market over 50 retail stores located in the most sophisticated neighborhoods within Turkey.

Indispensable for modern and urban women, YARGICI offers a lifestyle equipped with aesthetic details. With the philosophy of 'Travel Hard, Work Harder', it sets out on new journeys with collections inspired by different parts of the world every season. With its wide range of products from clothing to accessories and home decoration, YARGICI represents the magic of simplicity and elegance.

The first store opened in Osmanbey in 1978 by Emir Yargici and his brother attracted attention with its men's shirts in pastel tones. This color palette, which became popular in Europe, quickly attracted the attention of female customers and ensured a rapid increase in orders. Introducing its women's collection in 1988, YARGICI continued to grow by focusing entirely on women's clothing from 2001 onwards. Transforming into a great culture thanks to its tasteful and style-loving customers, YARGICI has become an original brand by bringing together simplicity, comfort and elegance. Today, YARGICI stands out not only as a

clothing brand, but also as a source of inspiration offering lifestyles with flawless aesthetics.

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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