



NEWS RELEASE

Percival Doubles Product Development Speed and Streamlines Production Workflows with Centric PLM Launch

UK menswear brand reduces manual tasks and errors gaining more time for strategic work

CAMPBELL, Calif., July 1, 2025 – Centric Software® is pleased to announce that UK menswear brand Percival has successfully gone live with Centric PLM™ on time, on scope and on budget. 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.

Percival, a London-based menswear brand known for ‘Subverting the Classics’, has been on a steady growth trajectory since it was founded 10 years ago. With global distribution through an increasing portfolio of wholesale partners including Nordstrom, Liberty and Brown Thomas, Percival continues to redefine classic menswear through a contemporary lens. It releases four quarterly seasons, creates innovative brand collaboration capsules throughout the year and has a current stock of a few hundred SKUs—a number that continues to climb alongside its success.

Percival’s rapid growth over the past two years set it on the search for a product lifecycle management (PLM) solution to be the central hub for product information, to eliminate manual work and to speed both product development and production workflows. The company successfully launched Centric PLM SMB, the cloud-based PLM solution specifically designed for small and mid-sized businesses and reports immediate and impressive ROI.

“As a growing business, admin work was taking up a lot of time and we reached a climax where cross-referencing interlinked data sheets was no longer viable to manage product information,” says John Bell, Merchandiser at Percival. “We chose Centric PLM to alleviate this workload while acting as a central hub for product information and data.”

They went live with the system on time, on scope and on budget and rolled out the solution to its merchandising, design and production teams. Bell shares how Centric PLM delivers results and immediately made life better for team members.

“Now systemic product creation is twice as fast with auto-generated SKUs and barcodes. Purchase order (PO) creation is also twice as fast because the need for manual sheets has been eliminated,” explains Bell. “Having all product information coexist within one central hub has eliminated errors that could occur across activities like cost prices, RRP, SKUs, barcodes and product titles.”

Since teams transitioned to Centric PLM, daily processes including purchase order management, product development, intake management and back of house (BOH) integration have been seamlessly aligned with the system.

“After removing a lot of time spent on data entry, whether it be day-to-day or ad hoc, as a team we can spend more of our day focused on the important tasks,” Bell comments on the benefits of reducing manual work. “With Centric PLM, we’re enabling fast, insight-driven decisions, fostering improved precision and collaboration across the teams.”

“We went live just over a year ago and started with a test system for a few months before moving into production,” shares Bell. “This testing period allowed us to shape the system to our needs. Throughout the process, the Centric team has been very helpful in getting the PLM up and running—they’ve been adaptable with our requests and ways of working and played a significant role in making the project a success.”

"We are delighted that Percival went live on time and on budget with Centric PLM and is now realizing ROI," says Chris Groves, CEO of Centric Software. "We look forward to a strong, long-term partnership as Percival continues to scale and build on its momentum."

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Percival (www.percivalclo.com)

Based in Hackney, East London, Percival menswear combines a classic quintessential British sense of style and rare, internationally sourced fabrics and materials. This of course means we construct high quality garments all over the world over with skilled craftspeople.

We serve some of the rarest designer clothing with our seasonal collections. We aim to bring something different to your clothes hangers, to provide a bit of self style and pride, you look good when you wear it this well. These are quality menswear garments that always meet our rule of 'Subverting the Classics'.

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.

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