



NEWS RELEASE

Centric Software Sets Retail Innovation Benchmark with Updates to Centric PLM™

New UI, enhanced supplier collaboration and AI-powered features reflect Centric's commitment to speed, simplicity and continuous innovation.

CAMPBELL, Calif., July 23, 2025 – Centric Software® unveils the latest evolution of its market-leading Product Lifecycle Management (PLM) platform: Centric PLM™ 8.0. This powerful release introduces major breakthroughs, designed to disrupt outdated workflows and unlock innovation across global product lifecycles for fast-moving goods such as retail, fashion, luxury, outdoor/sports and footwear. 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, cosmetics & personal care as well as multi-category retail to achieve strategic and operational digital transformation goals.

This new Centric PLM is a strategic reset. Anchored by a reimagined user interface, next-gen collaboration features, embedded AI capabilities and significant performance improvements, Centric PLM reflects Centric Software's relentless investment in innovation that drives real business outcomes.

"We innovate with purpose, driven by customer needs. Centric PLM 8.0 redefines speed, collaboration and user experience," says Ron Watson, EVP Product & CSO at Centric Software. "We rebuilt the UI from the ground up. The new sidebar removes friction so users stay focused on product creation, not system navigation. Each feature is engineered to empower creative and technical teams to operate at the speed of the market and that's what we've delivered."

Centric PLM High-Impact Innovations:

- **Integrated AI that Accelerates the Product Lifecycle:** Centric Software delivers a growing library of embedded, configurable AI use cases that drive measurable impact across design, sourcing and development. Unlike bolt-on tools, Centric's AI is built into the PLM workflow and can be tailored to proprietary workflows, enabling faster, data-driven decisions. A standout example is Centric AI Fashion Inspiration, which empowers fashion, outdoor and home teams to explore new creative directions and speed up time to market by combining internal product data with real-time trend insights.
- **Revolutionary Sidebar Navigation:** Built with fast-moving brands, retailers and manufacturers in mind, the new sidebar navigation is a refined, intuitive

redesign that puts every essential function just one click away. Designed for speed and simplicity, this sleek new layout cuts through the clutter of complex hierarchies, making even the most detailed product data instantly accessible to boost focus, streamline work and empower design, merchandising and development teams to respond with agility to ever-changing needs.

- **Mobile PLM with the Centric Mobile App:** Stay connected wherever work happens. The Centric Mobile App gives global teams flexible, mobile access to PLM data, from studio to showroom to factory floor. Used by leaders in fashion, outdoor and home, the app enables users to edit styles and materials, capture and annotate product photos and scan barcodes/QR codes for instant access, all from a phone. It's mobility without compromise, driving fast, informed decision on the go.
- **Streamlined Supplier Collaboration:** Supplier collaboration is now easier and faster with a unified, real-time platform built for both creative input and operational efficiency. Whether co-editing size charts, enabling agent-led style development or managing supplier requests in the background, every feature is designed to reduce delays enable deeper collaboration. Targeted in-platform messaging keeps communication focused, contextual and productive.
- **Sustainability Without the Guesswork:** Centric PLM introduces a comprehensive sustainability framework that adds clarity to compliance and traceability. Automated roll-ups of materials, centralized certificate tracking and configurable rules for global regulations give fashion and consumer goods companies, the tools to eliminate manual tracking and back sustainability claims with hard data.

"Centric PLM 8.0 is a catalyst for transformation and is built to drive competitiveness for brands, retailers and manufacturers," says Chris Groves, CEO of Centric Software. "Each innovation we deliver is market-driven and shaped by our Customer Advisory Board (CAB), ensuring we focus on what matters most to our users. From embedded AI to enhanced user experiences, we're investing in what helps our customers succeed. As global complexity increases, Centric PLM is the foundation that empowers teams to move faster, collaborate deeper and innovate without limits."

Learn more about [Centric Software](#)

Centric Software® (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.

Centric Software is a registered trademark of Centric Software, Inc. in the US and other countries. Centric PLM, Centric Planning, Centric Pricing & Inventory, Centric Market Intelligence, Centric Visual Boards and Centric PXM are trademarks of Centric Software, Inc. All third-party trademarks are trademarks of their respective owners.

Media Contacts:

Centric Software

Americas: Jennifer Forsythe, jforsythe@centricsoftware.com

EMEA: Kristen Salaun-Batby, ksalaun-batby@centricsoftware.com

APAC: Lily Dong, lily.dong@centricsoftware.com