



## NEWS RELEASE

### **INUIKII to Step Up Growth and Innovation with Centric PLM**

*Swiss footwear brand paves the way for eco-driven product development, smarter sourcing and regulatory compliance with Centric Software partnership*

**CAMPBELL, Calif., September 11, 2025** – Centric Software® is pleased to announce that INUIKII has selected Centric PLM™ to boost collaboration, supercharge sustainability efforts and scale for future 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, 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 2013, the Switzerland-based, family owned and operated footwear brand, INUIKII, has filled a gap in the footwear market—style and durability with sustainability at its heart. Founder, Cinzia Maag and her sons Danilo and Alessio launched the brand with functional footwear for colder climates and have expanded its lines for men, women and children for every season. Sustainability is a core value and INUIKII walks the talk: 90% of its materials and 95% of production are European and it prioritizes eco-conscious components to minimize environmental impact. Its 2025 goals are to ensure 70% of its products are eco-responsible, 95% of its supply chain is visible and 100% of its suppliers are certified.

INUIKII has 25 head office employees, a network of suppliers in Europe and Asia and growing B2B and B2C customer bases. Growth-related operational and communication challenges including siloed teams and disparate data and processes set it on the path to find a product lifecycle management (PLM) solution.

“Over the past eight years, we’ve been working in multiple systems and across a lot of spreadsheets. We decided to adopt a PLM to centralize all of our information,” says Alessio Maag, Co-Founder at INUIKII. “Smarter sourcing is also a serious industry challenge that PLM can address.”

INUIKII researched several options and selected Centric PLM for its market-leading reputation, robust functionality and deep expertise in footwear and fashion.

“One of the reasons we chose Centric is because of its size. We know it will be here 10 years from now and that gives us security,” explains Maag. “Centric has worked with many footwear brands, they are familiar with our requirements and Centric PLM covers every base for us.”

INUIKII aims to equip teams with immediate access to real-time, accurate data to fuel efficiencies across the product lifecycle.

"Centric PLM is key to our growth journey and will boost dynamic collaboration across our expanding teams," comments Maag. "We're especially excited to get our design team up and running on the system and standardize our workflows for future employees."

Supplier communication, project management and sustainability are also strategic priorities. Verifying suppliers meet INUIKII's high standards for material specifications such as LWG certified leather, devulcanized rubber, 100% organic-cotton (OEKO-TEX standard 100), BCI certified laces and FSC certified cardboard for sustainable packaging, will be streamlined in PLM.

“We work very closely with our suppliers and plan to onboard them in the near future,” shares Maag. “By increasing visibility and transparency across our supply chain, we can fine-tune project management and reinforce core sustainability initiatives including certification tracking and Digital Product Passport (DPP) compliance.”

INUIKII envisions a long-term partnership with Centric Software and expects PLM to bring them closer to their 100% circular footprint target by 2030.

"We are excited to welcome INUIKII to the Centric Software family of brands setting the pace for a more sustainable future in footwear," says Fabrice Canonge, President of Centric Software. "We're proud to accelerate their shift toward transparency and circularity with Centric PLM at the core."

**Learn more about [Centric Software](#)**

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**INUIKII ([inuikii.com](https://inuikii.com))**

### **A sustainable footwear brand and a real family affair**

The bedrock of the brand is all about embracing differences and designing pieces of statements to disrupt expectations. INUIKII is focused on developing striking and adaptable footwear to appeal the modern woman and man.

We like to see ourselves as one big family – says Cinzia Maag Founder and CEO of INUIKII — celebrating the unique individualities and strengths each of us bring to INUIKII. Our ultimate aim is to allow the wearer of each of our pieces to feel stylish and comfortable, but most importantly when they put on the shoes, create an individual personal fashion statement that is all their own. Cinzia was born in Perugia, central Italy, and came to Switzerland as a young girl in the early sixties. Here, she went through school and worked at a bank before starting a globally recognized brand. 'Aesthetics is my passion and what I adore.'

The inspiration behind the designs at INUIKII reflects the founders — INUIKII was founded by Cinzia Maag and her sons Danilo and Alessio in 2013, initially designed specifically for the colder months when both style and function is key. Main concept is to work with organic and sustainable materials from nature.

**Great minds**

After an incredibly successful start, INUIKII set their sights on global distribution, which is when a partnership was born and the meeting of great minds; INUIKII met Swedish fashion entrepreneur, Nicole Nordin. She initially started distributing INUIKII and quickly saw the popularity of a brand that filled a gap in the footwear market; style and durability with sustainability at its heart. This ultimately led to joining forces to create a partnership.

### **Centric Software® ([www.centricsoftware.com](http://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, 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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