



NEWS RELEASE

10 Years On: PHILIPP PLEIN Powers Innovation with Centric PLM

Iconic German luxury fashion house achieves business growth, product margin improvement and other lasting ROI with Centric Software

CAMPBELL, Calif., September 23, 2025 – Centric Software® is delighted to announce the release of a success story about its customer, PHILIPP PLEIN, the iconic German luxury fashion brand celebrating nearly ten years of digital transformation powered by Centric PLM™. Centric Software provides the most innovative enterprise solutions to plan, design, develop, source, buy, make, price, allocate, sell and replenish fashion, luxury, footwear, outdoor, home, cosmetics & personal care products as well as multi-category retail, to achieve strategic and operational digital transformation goals.

Founded in 1998 by German fashion designer Philipp Plein, his eponymous luxury brand develops menswear, womenswear and childrenswear as well as jewelry, accessories and a home collection. It can be found in the most prestigious boutiques and department stores worldwide. Headquartered in Lugano, today the Swiss Maison counts more than 200 employees worldwide and has three showrooms in Milan, New York and Hong Kong.

In 2016, PHILIPP PLEIN was rapidly expanding and struggling to manage increasing product development complexity. The brand outgrew traditional methods of managing its operations and was struggling at scale. Giacomo Viglietta, Head of IT at PHILIPP PLEIN says, “Recognizing the need for a more transparent workflow, we explored solutions to centralize data, standardize processes and enhance cross-functional collaboration.”

PHILIPP PLEIN turned to Centric PLM to enhance the infrastructure of the rapidly growing company and leverage data as the catalyst for innovation. Nearly 10 years later, PHILIPP PLEIN has achieved significant ROI including optimized trend

forecasting, increased product margins, growth and innovation powered by PLM's single source of truth.

"Centric PLM has become the digital backbone of our product value chain," says Viglietta, "It empowers us to innovate, collaborate and embed sustainability into each phase of product development. The lead time between identifying a trend and developing a corresponding product has shortened by approximately 30%. We are able to react faster and with more confidence."

PHILIPP PLEIN's digital transformation journey is an inspiration. Read the full story for more details about the challenges PHILIPP PLEIN faced and how they leveraged Centric PLM to enhance innovation and what's in store for them next.

[Read the full story](#)

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PHILIPP PLEIN (<https://www.plein.com>)

If you ask about inspiration, my answer is: "I get it from everywhere. The world is so beautiful that you just need to open your eyes to see what you are looking for." – Philipp Plein.

The brand's style, as the designer himself defines it, is "haute couture with elements of glamorous gothic". PHILIPP PLEIN's clothing is for trendy people who shape their own style and experiment with looks. PHILIPP PLEIN is unconventional and provocative. It is a mixture of styles, focused on the latest fashion trends, design and architecture. The ability to choose the most interesting aspects of the surrounding world is expressed and tailored in PHILIPP PLEIN collections.

The brand's powerful presence is driven by a strong relationship with global celebrities and influencers who promote international recognition and brand awareness.

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, 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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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