



NEWS RELEASE

Gürmen Group Goes Live with Centric PLM to Power Large-Scale Growth

Turkish fashion leader leverages Centric PLM as the backbone for innovation, streamlined operations and ambitious global expansion

CAMPBELL, Calif., October 14, 2025 – Centric Software® is pleased to announce that Gürmen Group has successfully adopted Centric PLM™ to streamline operations, enhance cross-team collaboration and lay the foundation for scalable, global 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 1972 in London and soon after headquartered in Turkey, Gürmen Group began as a manufacturer and evolved into own-brand production by the early 2000s. Today, it operates across fashion retail and manufacturing, technology, agriculture and livestock.

In fashion, Gürmen Group owns two menswear brands—Ramsey and Kip—producing over two million garments annually, managing over 3,000 SKUs per year and working with more than 400 suppliers. Their operations span 10 manufacturing geographies, supporting two major seasons in phased rollouts. With 100 stores and 130 points of sale including international franchises, the Turkish group has a notable global presence and continues to expand into new territories. Beyond their own brands, Gürmen Group also partners with leading global names, producing collections and continuously refining their practices through innovation and collaboration.

The team at Gürmen was already familiar with PLM solutions, having used a

legacy system since 2017. “Technology isn’t a choice for us, it’s a necessity. To manage a large, growing organization, everyone needs access to the same data, be aligned toward the same goals and operate on a unified platform,” explains Metin Baran Saltık, CMO at Gürmen Group.

Over the past 30 years, Gürmen Group has undertaken numerous digital transformation projects, always with an eye on future growth and operational efficiency. After facing inefficiencies and limitations with their legacy PLM system, which had become increasingly obsolete, Gürmen Group recognized the need for a modern, industry-specific solution to serve as the operational core of the business.

“We’re confident that Centric Software is equipping us to keep pace with today’s volatile and fast-changing market,” says Saltık. “We need a system robust enough to support our scale, while providing full visibility into product development, purchasing, procurement and quality control.”

Having already implemented a PLM system in 2017, the team knew exactly what they needed this time. “Back in 2016, when we began researching our first PLM, options for fashion and retail were limited and the process was long,” recalls Serkan Uluer, Senior Procurement Manager at Gürmen Group. “This time was different. We chose Centric Software as our technology partner for their deep industry expertise, agile development and user-friendly, modular platform. Their track record with approximately 19,000 brands gave us confidence in their ability to deliver the expertise and guidance we needed, enabling us to achieve our ambitious growth and innovation goals.”

Gürmen Group went live with Centric PLM in April, completing the first phase of implementation in just eight months. “A key advantage we saw during implementation was Centric’s scalable flexibility,” says Saltık. “We weren’t pressured to make early decisions. The Centric team gave us the freedom to analyze, collaborate and test in live, real-life scenario environments to ensure the solution met all our needs. This shortened our go-live time and ensured a seamless launch.”

In this first phase, Gürmen Group unified its product management, design, sourcing and operations teams on a single platform. “We expect to go live with the second phase by year-end, expanding to include supplier collaboration and quality control,” Saltık adds.

Centric Software’s agile, flexible implementation played a major role in the smooth go-live, but it wasn’t the only factor. Gürmen Group’s prior PLM experience, strong digital focus, collaborative mindset and deep tradition of embracing change were equally crucial. From the early “convincing rooms” used to demonstrate the benefits to employees to today’s natural adoption—with every new hire trained directly on the system—teams are already experiencing the advantages of Centric PLM in their daily work.

“We knew this couldn’t be a top-down mandate,” says Uluer. “Success required bottom-up buy-in. Teams needed to see how this single source of truth would transform their work and deliver lasting value to the company. The company knows that work is not possible without Centric PLM—it’s an integral part of how we operate.”

Looking ahead, Uluer shares plans to expand their digital infrastructure. “We see clear opportunities to build on the platform we’ve implemented. Solutions like Centric Visual Boards will help us further streamline workflows and speed up execution.”

“We’re thrilled with the success of Gürmen Group’s go-live,” says Fabrice Canonge, President of Centric Software. “They are a Group that truly knows how to leverage technology to meet strategic goals and we are honored to partner with them as they continue to grow.”

Learn more about [Centric Software](#)

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Gürmen Group (www.gurmen.com.tr/en)

Gürmen Group is a diversified Turkish conglomerate headquartered in Istanbul with roots dating back to 1972 in London and a strong established presence in Turkey today.

A leader in textile and fashion retail, the Group's flagship ready-to-wear division Gürmen Giyim encompasses the renowned men's fashion brands Ramsey and KİP. These brands are supported by vertically integrated production facilities located in Karabük, Safranbolu and Kastamonu, ensuring full control over quality and supply chain efficiency.

With more than 130 retail stores across 20+ countries—including Turkey, Azerbaijan, Romania and South Africa— Gürmen Group holds one of the most prominent global footprints in men's fashion. Gürmen Group employs approximately 2,000 people and produces two million garments annually, including jackets, shirts and trousers.

Beyond fashion, Gürmen Group has strategically expanded into the energy, agriculture and technology sectors. Its energy portfolio includes geothermal power investments while its agricultural division produces high-quality olive oil under the award-winning Vievi brand. The Group has been widely recognized for its innovation and sustainability efforts—becoming the first Turkish company to join the RE100 global renewable energy initiative and earning EFQM's 4 Stars in Excellence award in 2023.

Driven by a strong commitment to innovation, sustainability and social responsibility, Gürmen Group continues to build on its heritage with a forward-looking vision, creating lasting value across industries and international markets.

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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