



## NEWS RELEASE

### **Golden Goose Rolls Out Centric Planning to Optimize Retail Planning, Increase Margins and Drive International Growth**

*Luxury Italian fashion brand partners with Centric Software to Streamline Global  
Merchandise and Assortment Planning*

**CAMPBELL, Calif., October 21, 2025** – Centric Software® is pleased to announce that Golden Goose, the globally renowned luxury fashion brand, has selected [Centric Planning™](#) to enhance merchandise and assortment planning operations. 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 2000 and headquartered in Venice, Italy, Golden Goose is globally recognized for its iconic handcrafted sneakers, fashion-forward apparel and accessories. The brand operates through an international network of retail stores, premium wholesalers and online platforms bringing its distinctive identity to fashion-conscious consumers worldwide.

Golden Goose first partnered with Centric Software in 2018 to drive efficiency across their product development process with Centric PLM™, replacing outdated, siloed systems to power their growth strategy. As the brand continued to expand, Golden Goose sought to streamline operations and better localize assortments with Centric Planning to unify planning in one flexible, scalable solution.

With Centric PLM already established as a central source of truth, Golden Goose has laid a strong digital foundation, introducing structure, visibility and

alignment across product development teams. Building upon that foundation, PLM and Planning will form a connected, end-to-end workflow that supports smarter decision-making from product creation through to commercial execution.

Golden Goose selected Centric Software's Merchandise Financial Planning, Assortment Planning and Strategy modules to enable a structured end-to-end planning workflow. Key benefits will include reduced manual work, ERP integration, improved reporting and shared visibility across global teams.

"We're proud to empower Golden Goose's growth journey," says Chris Groves, CEO of Centric Software. "Golden Goose's vision and innovation make them an ideal partner and we're excited to help enable smarter planning and stronger performance through Centric Planning."

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

**[Request a demo](#)**

**Golden Goose ([www.goldengoose.com](http://www.goldengoose.com))**

Golden Goose is a Next Gen global luxury company founded on a passion for all things that are "perfectly imperfect", authentic and unique.

Born in 2000, it operates at the intersection of luxury, lifestyle and sportswear. It is specialized in the sourcing, design, and distribution of sneakers – some of which have become icons in the market – as well as apparel, bags, and other accessories. High quality, attention to detail and a "lived-in" look have become the distinctive features of Golden Goose.

With the ambition of bringing Italy's "hand-made tradition" to the world, the brand blends artisanal craftsmanship with "Made in Italy" manufacturing, creating products that combine Italian wearability with an urban vintage flavor. Today, Golden Goose, whose products resonate deeply with a new generation of

luxury consumers, has a community of 2 million Dreamers. Golden Goose is present in the Americas, Europe, the Middle East and APAC, with 225 stores and a strong online and wholesale distribution.

### **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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