



NEWS RELEASE

Ysabel Mora Streamlines Market Expansion with Centric Syndication

Leading Spanish women's lingerie and fashion brand drives ambitious goals to grow its B2C channels by 25% year on year through to 2030

CAMPBELL, Calif., November 24, 2025 – Centric Software® is pleased to announce that Ysabel Mora has selected Centric Shoppingfeed® to optimize and scale its global e-commerce operations. Centric Software delivers innovative, integrated, end-to-end AI-powered enterprise solutions to take products from concept to commercialization. Fashion, luxury, footwear, outdoor, home, cosmetics & personal care as well as multi-category retail teams can plan, design, develop, source, comply, buy, make, price, allocate, assort, sell and replenish products to achieve strategic and operational digital transformation goals.

Founded in 1988 in Valencia, Spain, Ysabel Mora began as a small family-run lingerie brand focused on comfortable, high-quality products. Today, the brand has diversified to include women's swimwear, sportswear and loungewear, as well as a menswear line, children's clothing and home & décor. Ysabel Mora operates in over 40 international markets, selling their products through more than 4,000 retailers and creates thousands of SKUs each season. Guided by the motto, 'Welcome to yourself,' the brand blends craftsmanship, innovation and inclusivity, while continuing to champion accessible, body-positive Spanish fashion.

Three years ago, Ysabel Mora was struggling with multichannel complexity as it expanded from its own e-commerce site to marketplaces like Amazon, Miravia and El Corte Inglés—each with unique data formats, attribute rules and listing structures.

Disjointed systems and a one-hour lag between purchase and vendor notification complicated stock accuracy, increasing the risk of oversell and delays. Meanwhile, teams were burdened with manually uploading, localizing and maintaining product content across multiple countries and languages.

“Each marketplace has its own requirements, so we couldn’t just connect our system directly; we first needed to transform the data,” explains Carlos Fominaya, Marketplaces Manager at Ysabel Mora. “It was a significant challenge for teams to manage images, catalog translations and supplemental feeds manually in spreadsheets.”

Ysabel Mora searched for a seamless digital solution to drive international growth and manage complex, varied data requirements. They selected Centric Shoppingfeed for its ability to automate product data and listing distribution, synchronize inventory and ensure fast, accurate product publication. Powerful features such as data mapping, custom rules and supplemental feeds were critical to ensure adaptability across channels—minimizing rework and speeding time to market.

Centric Shoppingfeed is an AI-driven feed optimization solution boasting 1000+ marketplaces. Centric Shoppingfeed is part of the Centric PXM™— originally Contentserv—offer that comprises Centric PIM™ (Product Information Management), Centric DAM™ (Digital Asset Management) and Centric DSA™ (Digital Shelf Analytics).

“The key benefit for us is we can program everything in advance,” elaborates Fominaya. “For example, we can set up conditions to automatically change the price of a product based on specific attributes. We don’t have to manually update each listing—everything is pre-configured. We can also tailor the platform to particular groups, such as our B2B customers and activate or deactivate listings for defined periods of time. That level of flexibility is essential because e-commerce is evolving constantly and we need a tool that can adapt.”

Since implementing Centric Shoppingfeed, Ysabel Mora has achieved significant operational efficiency, with teams now benefiting from real-time visibility across

its e-commerce operations. With ambitious goals to grow its B2C channels by 25% year on year through to 2030, the brand has positioned Centric Shoppingfeed as a core digital foundation.

“We can’t do anything in our daily jobs without Centric Shoppingfeed; we use it every day, all the time,” concludes Fominaya.

“We are thrilled that Ysabel Mora has chosen Centric Shoppingfeed as a key driver of its multichannel growth,” says Fabrice Canonge, CEO of Centric Software. “We look forward to its continued success with Centric’s AI-optimized delivery, compliance, ranking and consistency features.”

[See Centric Software’s AI-Powered Solutions in Action at NRF 2026, Booth #6505](#)

Learn more about [Centric Software](#)

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Ysabel Mora (<https://eu.ysabelmora.com/>)

Welcome to yourself.

Whatever comes, wear what makes you feel good. Whatever comes, be comfortable.

Ysabel Mora is an international fashion brand based in Valencia, Spain. With over 35 years of experience, the company is firmly established as one of the leading players in the textile sector, present in 42 markets and available in more than 7,000 points of sale worldwide.

We design everything needed for everyday dressing—catering to every member of the family, whatever their lifestyle or stage of life, from the youngest to the oldest. While we have a strong foundation in underwear, our collections now

also include swimwear, sportswear, leggings, and more—continuously expanding to meet the needs of everyday life.

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, driving up to a 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.

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