

## **Arvind Lifestyle Brands Limited Chooses Dassault Systèmes' "My Collection" Industry Solution Experience to Streamline Product Innovation**

### ***3DEXPERIENCE Platform Accelerates Time to Market for Pioneering Apparel and Retail Brand Company in India***

**VELIZY-VILLACOUBLAY, France – October 27, 2015** — [Dassault Systèmes](#) (Euronext Paris: #13065, DSY.PA), the 3DEXPERIENCE Company, world leader in 3D design software, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions, today announced that [Arvind Lifestyle Brands Limited](#), a pioneer in apparel designing and retailing in India, has selected Dassault Systèmes' "[My Collection](#)" industry solution experience to accelerate operational efficiency and time to market of its fashion lines. Arvind Lifestyle Brands joins the growing number of consumer goods and retail companies that are choosing Dassault Systèmes' 3DEXPERIENCE platform for a new approach to collaborative innovation.

Based on Dassault Systèmes' 3DEXPERIENCE platform, "My Collection" provides Arvind Lifestyle Brands with a single and unified digital environment that connects internal and external stakeholders, integrates their supply chain, and improves visibility, flexibility and decision support for multiple and diverse product categories. With "My Collection," Arvind Lifestyle Brands can mitigate the risk of incorrect samples, additional costs and production errors or delays, to accelerate time to market of products that meet consumer demand.

"We selected Dassault Systèmes' 'My Collection' industry solution experience to help us enhance product line architecture, technical product development, sourcing, costing and pre-production processes," said J. Suresh, Managing Director, Arvind Lifestyle Brands. "The value we see in the 3DEXPERIENCE platform combined with the industry knowledge of Dassault Systèmes' value-added reseller Simbus Technologies, is a winning proposition for us."

"The retail 'speed to market' cycle continues to shrink every year across all categories, increasing the pressure on retail supply chains for brands and the need for efficient internal and external processes for brands and retailers," said Susan Olivier, Vice President, Consumer Goods and Retail Industry, Dassault Systèmes. "This is particularly relevant in India, whose retail market is predicted to grow significantly in the next five years. With Dassault Systèmes' 'My Collection' industry solution experience, Arvind Lifestyle Brands is taking the digital steps toward achieving global operational efficiency."

For more information on Dassault Systèmes' industry solution experiences for Consumer Goods & Retail, visit: <http://www.3ds.com/industries/consumer-goods-retail/>

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### **About Arvind**

Arvind Lifestyle Brands Limited is a subsidiary of Arvind Ltd which is India's largest integrated textile player and is one of the oldest and most respected groups in the Textile Business in India. Arvind is also one of the largest producers of denim fabrics and is supplier to a large number of fashion brands in the world. Arvind has been a pioneer in bringing international brands to India and first brought ARROW to India in the year 1993. Arvind has licensing relationships with many international brands including GAP, TCP, Gant, Nautica, Aeropostale, Arrow, Izod, US Polo Association, Sephora, Elle, Ed Hardy, Hanes, Cherokee and Geoffrey Beene. Arvind also has a portfolio of 12 of its own brands. Arvind has recently launched stores of marquee retailers Gap and The Children's Place. Arvind has a JV with PVH Corp. for the Tommy Hilfiger and Calvin Klein businesses in India. It also runs the value retail chain, Megamart. The company sells through more than 1000 exclusive brand stores and 1200 counters across India.

### **About Dassault Systèmes**

Dassault Systèmes, the 3DEXPERIENCE Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes' collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 190,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit [www.3ds.com](http://www.3ds.com).

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