

Lifestyle Company LF Corp Selects Dassault Systèmes' "My Collection" Industry Solution Experience

3DEXPERIENCE Platform Unifies Design, Development and Sourcing to Fulfill Diverse, Global Customer Requirements

VELIZY-VILLACOUBLAY, France – July 23, 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 [LF Corp](#), a leading fashion and lifestyle company in Asia, has selected the "[My Collection](#)" industry solution experience to streamline the planning, designing and sourcing of its collections. LF Corp is now supporting its international growth initiatives using powerful collaborative and analytical capabilities in a single digital environment.

LF Corp, formerly LG Fashion Corp., is a specialist in men's and women's fashion, sports and outdoor wear, and accessories for more than 40 years. Its 11 proprietary brands include Maestro, Hazzys, Lafuma, and Allegri, in addition to 18 licensed brands such as DAKS, Max Mara, Isabel Marant, Vanessa Bruno, Vince, and Joseph, and 1,500 multi-brand retail outlets in South Korea, China, Japan, Taiwan and Thailand. As part of its vision to become a global top-ten brand company by 2017, LF Corp sought a collaborative system that would boost its efforts to strengthen design, quality and sourcing, develop global high-end brands and enter new markets.

Based on the 3DEXPERIENCE platform, Dassault Systèmes' "My Collection" industry solution experience provides LF Corp with unified development, sourcing and design capabilities, to simplify workflows and decision-making and minimize risks throughout its collections' lifecycles. This digital environment connects internal and external stakeholders to facilitate real-time global collaboration, sourcing and workflow-based season planning. Improved end-to-end visibility will enable LF Corp to make more informed and efficient business decisions on collection definition and development that fulfill diverse customer requirements on an international level.

"We selected Dassault Systèmes' 'My Collection' for its global collaboration capabilities and sourcing framework specialized for the fashion industry," said Soon Young Cha, Chief Innovation Officer, LF Corp. "We have invested significantly in IT with the ambition to grow more competitive and join the ranks of global brand powerhouses. The 3DEXPERIENCE platform allows us to adapt to market changes and also can deliver additional capabilities over the long-term as our business needs to evolve."

"The 'My Collection' industry solution experience offers international fashion and retail companies like LF Corp the agility and flexibility to manage product designs and variations in the context of quickly changing global fashion trends," said Susan Olivier, Vice President, Consumer Goods and Retail Industry, Dassault Systèmes. "With a 'single version of the truth' from design to delivery, time spent developing and managing collections can be reduced by up to 75 percent. Companies

can both shorten cycle-time and use that time to make better design and sourcing decisions—ensuring that collections are on track, on trend and meet financial targets.”

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

###

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.

3DEXPERIENCE, CATIA, SOLIDWORKS, ENOVIA, DELMIA, SIMULIA, GEOVIA, EXALEAD, 3D VIA, 3DSWYM, BIOVIA, NETVIBES, and 3DEXCITE are commercial trademarks or registered trademarks of Dassault Systèmes or its subsidiaries in the United States and/or other countries.

Dassault Systèmes Press Contacts

Corporate / France	Arnaud MALHERBE	arnaud.malherbe@3ds.com	+33 (0)1 61 62 87 73
North America	Suzanne MORAN	Suzanne.moran@3ds.com	+1 (781) 810 3774
EMEAR	Julie BOUCKAERT	julie.bouckaert@3ds.com	+33 1 6162 5371
	Carola VON WENDLAND	carola.vonwendland@3ds.com	+49 89 960 948 376
China	Grace MU	grace.mu@3ds.com	+86 10 6536 2288
Japan	Yukiko SATO	yukiko.sato@3ds.com	+81 3 4321 3841
Korea	Myoungjoo CHOI	Myoungjoo.choi@3ds.com	+82 10 8947 6493
India	Seema SIDDIQUI	seema.siddiqui@3ds.com	+91 1244 577 100
AP South	Tricia SIM	tricia.sim@3ds.com	+65 6511 7954