

Dassault Systèmes Fashion Lab Ambassador Stylist Jonathan Riss Honored as *Apparel Magazine* Top Innovator

JAY AHR Artistic Director Pushes Design Boundaries with 3DEXPERIENCE Platform

PARIS, May 7, 2012 – [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, has announced that [Jonathan Riss](#), artistic director of the JAY AHR fashion brand, has been selected as a [2012 Top Innovator](#) by *Apparel Magazine*. By working with the [FashionLab](#), Dassault Systèmes' technology incubator dedicated to fashion designers, Riss is creating luxurious embroidery and jewelry that is intricate and innovative and created in a way that is more environmentally conscious than traditional methods.

Using Dassault Systèmes' 3DEXPERIENCE Platform, and specifically its CATIA application, Riss is experimenting with new materials, such as colored glass or satin finish, as well as new color mixtures for the JAY AHR High Fine Jewelry collection. By crafting his jewelry and embroidery digitally in a 3D life-like environment, Riss is able to collaborate with his global team and test the feasibility and functionality of his designs using virtual prototypes. This process not only reduces the amount of waste generated in the production of physical prototypes, but cuts down on the cost of multiple iterations. Rendering his designs as 3D virtual prototypes enables Riss to reduce the time it takes to finalize his designs and get them to the manufacturer.

"We created FashionLab as a hub for merging the creativity and artistry of those in the fashion industry with the technology and software that drives successful business processes today," said Monica Menghini, executive vice president, Industry, Marketing and Corporate Communications. "Jonathan Riss truly understands that need and deserves this acknowledgment for his efforts to transform the design process in an industry where that is not the norm."

"Using 3D software has revolutionized my approach to design," said Riss. "By designing virtually, I'm able to knock down the barriers of cost and practicality that typically constrain the creative process. The benefits of integrating technology and fashion – reducing limitations, cutting costs and saving time – are far-reaching, and I'm honored that *Apparel* has recognized my work with FashionLab to make that union a reality."

The *Apparel Magazine* Top Innovator award, now in its fifth year, recognizes 35 innovative apparel retailers, brands, manufacturers and strategic business partners for their exceptional IT-related implementations, product launches and other outstanding business strategies that are changing the industry. Jonathan Riss will be featured

alongside other top apparel companies in the May “Innovator” special issue of *Apparel Magazine*.

Dassault Systèmes’ FashionLab combines product design and development technology tailored to the needs of fashion designers and retailers. FashionLab is targeted towards designers of all kinds – from haute couture and leather goods to watches and accessories – as well as fashion retailers. FashionLab is working on a next generation of solutions that will enable designers to do everything from crafting a product and simulating its materials and interactions with everyday objects, to visualizing how it will look after production. For more information, please visit: <http://www.3ds.com/fashionlab>.

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About Dassault Systèmes

Dassault Systèmes, the 3D Experience 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 150,000 customers of all sizes, in all industries, in more than 80 countries. For more information, visit www.3ds.com.

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