

CONSUMER GOODS - FASHION

Creating Vital Connections
in the Consumer Goods Industry



Fashion on the Move

Fashion brands (Apparel, Footwear, Accessories) and Retailers are facing intense global competition. Pressure to lower product development costs and the need to create new revenue streams while keeping up with constantly changing customer preferences demand new strategies to bring products to market.

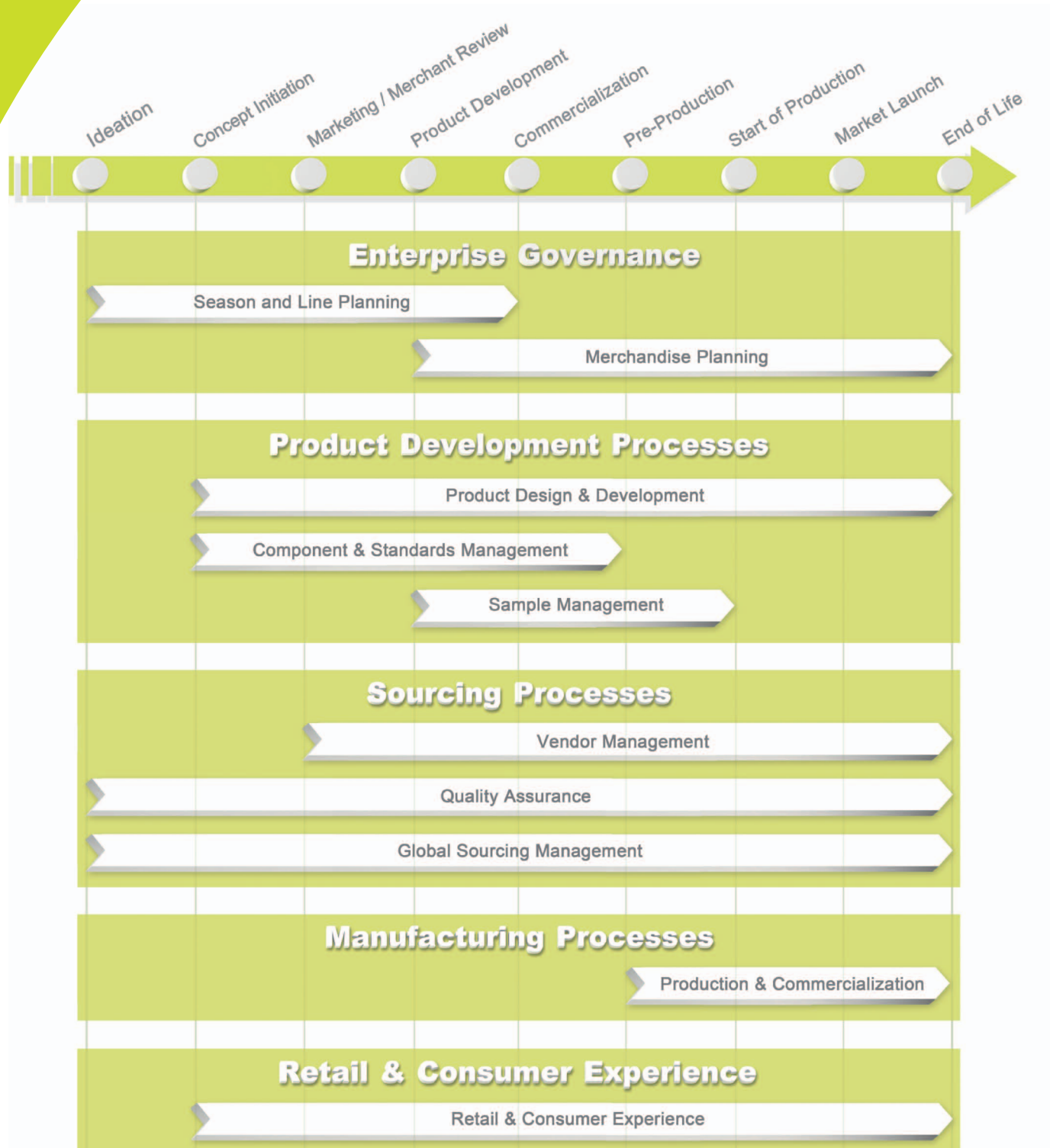
Increasingly dispersed locations for global sourcing drive brands and retailers to increase visibility and control. Growing government and consumer pressure for sustainability requires strong product quality and safety.

Online
Collaboration
Competition
Line Planning Apparel
Global Sourcing
Innovation New Products
Product Variant **Fashion**
Quality Assurance
Footwear Voice of the Customer
Design Merchandising
Season Planning
Green **Trends**
Accessories Regulatory Compliance
Production
Sustainability



Dassault Systèmes' Solutions for Global Collaboration in the Fashion industry

To maintain their competitive advantage fashion brands and retailers must implement the proper business process transformation to meet the critical challenges they face.



Each Business Process and its associated offer is detailed on www.3ds.com/fashion



Apparel Accelerator for Sourcing & Production

Seamlessly connects global sourcing and production offices to brand and retail headquarters. It enables enhanced collaboration, process control, and risk management within the sourcing and pre-production processes.



Apparel Accelerator for Design and Development

Enables companies to rapidly deploy a state of the art, scalable enterprise solution for apparel design and development to take products from trend to design to sourcing to manufacturing and finally to the customer.

ACCELERATE MARKET-DRIVEN INNOVATIONS WITH PLM

By reducing time-to-market, brand manufacturers and retailers significantly improve their ability to recognize and respond to fashion and sales trends.

Season and Line Planning

Our solution provides product managers and marketing with the ability to define product lines, establish development plans and create new designs or reuse those from existing product lines. Product teams can define multiple seasonal plans and classification approaches to fit the company's merchandising and/or product hierarchies. Line Plans and seasonal libraries are accessible to all users in the company to promote sharing of design direction and re-use of development qualities. In this way, a company can manage the seasonal nature of the collections and products and leverage previous information from carryovers, best sellers and color palettes. With the seasonal plans, companies can clearly define plan objectives such as target revenue, style / SKU counts, target margins, etc. As the development process progresses through the season, actual data are captured and compared against the plan so that managers can observe any deviations or exceptions.



Accelerator for Sourcing & Production for Partners

Allows companies to leverage supply chain capabilities throughout the product lifecycle and to make their suppliers an integral part of product development.

Product Design and Development

Product design and development teams can easily work together and collaborate on designs by working in parallel in functional areas such as bill of materials, construction, artwork, product variants, care instructions and sample management. As part of product development, a company's approval processes can be executed and tracked against the planning established for that season while an intuitive calendar interface allows end users to quickly identify their outstanding tasks.

For more information:



Collaboration for Adobe Creative Suite

Creates and accesses ENOVIA-managed data directly from within the native Adobe interface. This enables design teams to manage data within ENOVIA and to share that information across the enterprise without disrupting the established productivity of those teams.



Our comprehensive PLM solution for Fashion addresses all segments of the Fashion industry

Vendor Management

The solution from Dassault Systèmes for Vendor Management encompasses a broad set of requirements for vendor and partner management. Robust processes for on-boarding and vendor development coupled with a strong partner profiling feature allow product managers to effectively manage their production resources.



Apparel & Textile



Footwear & Leather Goods



Jewelry & Watches
(courtesy of 4N)

Global Sourcing Management

The Global Sourcing Management solution is designed to cover the entire spectrum of managing a fashion product sourcing ecosystem. With our solution, product developers and quality managers can give their suppliers real-time access to relevant product information, making them an integral part of the early design collaboration, quality management and supplier execution processes.

Consumer Experience

In the Fashion goods and Retail industry, companies need to rely on highly accurate data to increase product adaptability. A successful launch relies on the way consumers perceive innovation and market position. Through that process, consumer goods and retail specialists need natural and effective communication solutions between consumers and marketing analysts to transfer behavioral data. As in real life, users should be able to “experience the product” and provide feedback to companies that will in turn create the ideal goods that customers demand.



The ENOVIA apparel sourcing solution enables us to be a responsive and nimble fashion leader by seamlessly managing collaboration with our suppliers, production facilities and retail and wholesale locations.

Mike Relich, CIO GUESS, Inc.
Apparel Mag Top Innovators 2009 Award, May 2009



Dassault Systèmes

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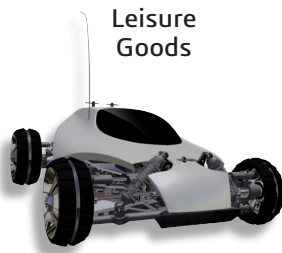
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FRANCE

The Dassault Systèmes Consumer Goods portfolio also includes solutions for Hard Goods



www.3ds.com/consumer-goods

About Dassault Systèmes

As a world leader in 3D and Product Lifecycle Management (PLM) solutions, Dassault Systèmes brings value to more than 115,000 customers in 80 countries. A pioneer in the 3D software market since 1981, Dassault Systèmes develops and markets PLM application software and services that support industrial processes and provide a 3D vision of the entire lifecycle of products from conception to maintenance to recycling. The Dassault Systèmes portfolio consists of CATIA for virtual product design - SolidWorks 3D for Professionals - DELMIA for virtual production - SIMULIA for realistic simulation - ENOVIA for global collaborative lifecycle management, and 3DVIA for online 3D lifelike experiences. Dassault Systèmes' shares are listed on Euronext Paris (#13065, DSY.PA) and Dassault Systèmes' ADRs may be traded on the US Over-The-Counter (OTC) market (DASTY).

Discover our solutions and references:

www.3ds.com/fashion



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