

## Dassault Systèmes Powers Myntra with its 3DEXPERIENCE Platform

*'My Collection for Fashion', Industry Solution Experience helps brands improve global efficiencies and speed to market by up to 50 percent.*

**Bangalore, INDIA- May 26, 2015:** [Dassault Systèmes](#), the 3DEXPERIENCE Company and world leader in 3D design software, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions today announced that Myntra, India's largest online platform for fashion and lifestyle, has selected its 'My Collection for Fashion' Industry Solution Experience (ISE) to accelerate its internal and external processes.

Dassault Systèmes' My Collection for Fashion is an ISE which enables teams inside and outside a company to engage more efficiently in social innovation, connected design, seamless collaboration and supply chain coordination. My Collection for Fashion powered by the 3DEXPERIENCE® platform provides brands and retailers with a new approach to collaborative innovation and helps them to develop the products consumers love while improving global efficiencies and speed to market by up to 50 percent.

Myntra as a technology company has always adopted best in class solutions and technology innovations to deliver fast-fashion concepts to their online platform. In their effort to expand and grow their in-house fashion brand business, My Collection for Fashion will help Myntra streamline their existing processes and increase efficiency through seamless collaboration both internally and externally with their supply chain.

Expressing his excitement at the partnership, **Bertrand Sicot, Senior Vice President Value Solutions Channel, Dassault Systèmes** said, "Fashion and lifestyle industry in India is growing rapidly. We are delighted to have Myntra on board as a 3DEXPERIENCE Platform user. Over the years, brands have realised that consumer experiences are becoming the focal point of planning because experiences are bigger than products alone. It is great to see this leading online retailer set the standards in addressing this critical requirement for world class online business".

**Ganesh Subramanian, Head – New Initiatives at Myntra** shared, "We are constantly working towards enhancing our consumer experience by leveraging state-of-the-art technologies and rolling out new initiatives. We are glad to partner with Dassault Systèmes to implement My Collection solution, which will help us bring exciting products faster to our consumers. We are aligned with the vision of the company for a future roadmap of 3D technology for an enhanced user experience."

The solution will facilitate reduction in time and cost of physical samples and will ensure on-trend products reach online store faster. In addition to this, providing flexibility and decision support at all levels of the company are some of the added advantages that the product offers. Simbus and Dassault Systèmes teams worked closely to understand the customer requirements to create a value assessment that is critical for businesses.

**Krishna Kumar, Founder Director, Simbus Technologies Pvt. Ltd.** commenting on the partnership stated, “Simbus Technologies is honoured to facilitate the meeting of minds of two great technology companies, Dassault Systèmes and Myntra. The My Collection solution experience from Dassault Systèmes will set new benchmarks for Indian online and offline retailers and brands in the Consumer Goods Industry and help them achieve global standards of excellence.”

#### **About Myntra**

Myntra is the largest e-commerce platforms in India for fashion and lifestyle products. Myntra has partnered with over 1,000 leading fashion and lifestyle brands to offer a wide range in latest branded fashion and lifestyle wear. The platform receives over 90 million visits every month and services over 12,000 pin codes across the country. With the largest in-season product catalogue, 100% authentic products, Cash on Delivery and 30-day Exchange/Return policy, Myntra is today the preferred shopping destination in India.

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#### **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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