

Fashion PLM: PIP IS THE NEXT BIG THING

WHAT is that?

A **Product Innovation Platform** is **PLM** and more - built to help companies exceed the modern fashion customer's expectations for fashion design, innovation, marketing and distribution.



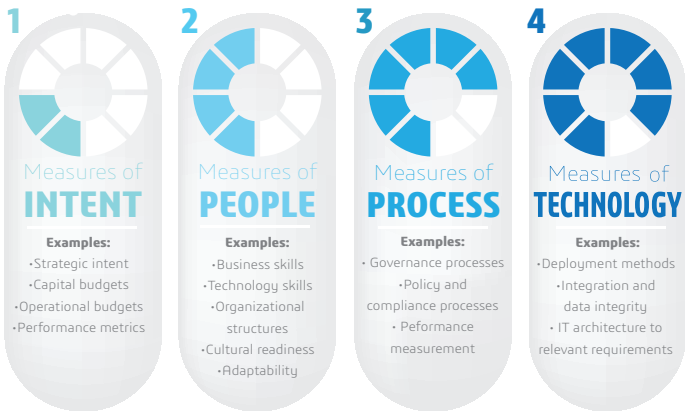
Where are you in the evolution of PIP?

Consumer loyalty, customization, omni channel, and mobility. These trends have dramatically complicated the job of fashion brands and retailers. To please today's consumer who may be spreading messages about your brand through social media, you need a technology that is real-time and fully integrated with product development and innovation, collaboration and cross-market distribution. In short, PLM must evolve to PIP.



With it, you give customers what they want when they want it, and that means happy consumers will give you positive social buzz!

Along each Evolution stage, 4 dimensions and measures apply. They are:

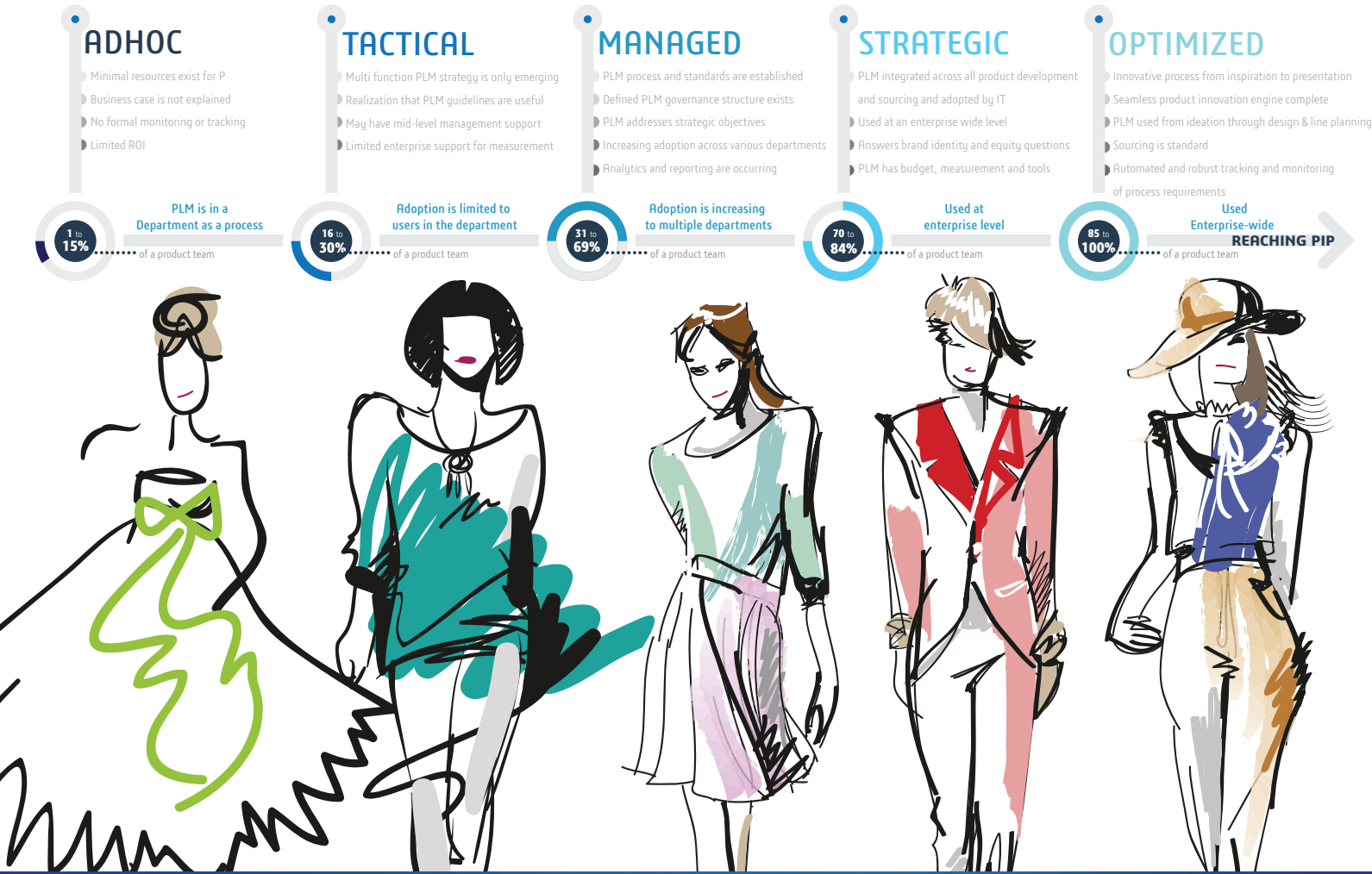


LIKE!



STAGES OF EVOLUTION • PLM • Product Lifecycle Management ➔ • PIP • Product Innovation Platform

Where are you in your evolution to and through **PLM** to get to **PIP**?



Contact us to learn more:
www.3ds.com/my-collection-for-fashion/

DASSAULT SYSTEMES | The **3DEXPERIENCE**® Company