

CONSUMER GOODS AND RETAIL CASE STUDY
LF CORP



Challenge:

As product development cycles in the fashion industry continue to shrink in response to rapidly changing trends, LF Corp (LF) needed to efficiently collect consumer and market feedback and to share and manage its intellectual property in a sustainable way to accelerate new product development.

Solution:

LF adopted Dassault Systèmes' **3DEXPERIENCE** platform and the *My Collection* industry solution experience, a Product Lifecycle Management (PLM) solution for fashion, to support real-time collaboration, and to manage its development processes and design data.

Benefits:

LF captures all data, including designs developed using Adobe's Illustrator, on the **3DEXPERIENCE** platform, dramatically improving security and reducing data loss. New product development cycles and market response time have been considerably reduced, thanks to data re-usability.

FUTURE LIFE STYLE COMPANY

Founded in 1953, LF Corp has been leading Korea's fashion industry for over 60 years. The company has since expanded its business to encompass overall consumer lifestyles. As the company's name indicates - LF, Life in Future - its mission is to improve people's life quality through its brands. Its vision is to become one of the top 10 global lifestyle companies. With over 34 brands including proprietary brands Hazzys, Maestro, Towngent and licensed brands such as Lafuma and Allegri, LF strives to propose various lifestyle brands that fit individual consumer lifestyles.

RESPONSIVENESS AND IMPROVED EFFICIENCY

Delivering a quick response to market demands is the most important capability in a fashion industry where trends evolve at a rapid pace. LF, therefore, adopted Dassault Systèmes **3DEXPERIENCE**® platform and its PLM solution for fashion *My Collection*, to efficiently manage its product data, thereby dramatically enhancing its responsiveness. "LF now has a new environment in which it can rapidly produce and deliver new products reflecting market trends in a variety of materials and comprising a wide range of design details," Jong Sahn Park, chief innovation & information officer of LF said. "With *My Collection*'s Design Library, where LF's designs are saved,

new products can be rapidly created after only a few modifications, such as material or pattern changes. These kinds of data management features are quite helpful when developing seasonal concepts." As this seasonal library is built based on a set of concepts categorized by brand, team members can share all necessary information such as what raw materials and colors to use. As a result, designers can produce the designs that suit the seasonal concept. *My Collection* also offers a high-performing Adobe Illustrator connector that enables designers to work in their natural environment and to store their illustrations in this design library. Moreover, LF has a more effective production environment as it is able to communicate online with third-party manufacturers based on the work done with Adobe Illustrator.

By integrating Dassault Systèmes' PLM solution *My Collection* in LF's legacy Merchandise Planning System, LF can implement an operation framework to shorten delivery lead times (time from the planning phase to store delivery) down from 5-6 months to 45-60 days. Also the data generated from the system is linked to online and mobile channels helping consumers understand and purchase the LF products they want faster.

QUICK DECISION-MAKING THROUGH BETTER COLLABORATION

The **3DEXPERIENCE** platform and *My Collection* provide users an environment to easily collaborate across several disciplines. "When we design a product it is mandatory to discuss style, material, cost and release date," Jong Sahn



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— Jong Sahn Park
Chief Innovation & Information Officer, LF

Park explained. "Style designers, material designers, and technical designers, for example, can collaborate in real time on a single data source. Dassault Systèmes' 3DEXPERIENCE platform enables efficient collaboration between designers by defining clear roles and responsibilities for everyone."

"My Collection also enables us to monitor project status in real time as the bills of materials (BOM) are continuously updated, so that employees, management, buyers and designers can make faster decisions," Jong Sahm Park said.

STANDARDIZED CONSUMER EXPERIENCE

Consumers often prefer to try on clothes before buying them, but this is not possible online in a virtual store. Providing a similar experience when they receive the clothes they ordered online that meet standard clothing size specifications is very important to LF. My Collection has features that standardize LF's product specifications including size and materials, thereby improving the customer buying experience. Furthermore, data standardization including materials and texture helps LF more efficiently manage the process of brand and design development.

DESIGN INSIGHT REFLECTED IN SALES RESULTS AND CONSUMER FEEDBACK

LF is currently working on developing a way to gain more business insight for future product lines. "We plan to forecast market trends by analyzing sales data and consumer feedback," Jong Sahm Park said. "We also plan to enhance our consumers' online shopping experience. I believe that Dassault Systèmes' 3D simulation technology will contribute to improving this experience in the future and give them the same pleasure as if they were physically shopping in a bricks and mortar store."



60%

LF reduced the number of days needed to develop a new seasonal collection from 150-180 days to 45-60 days

Focus on LF Corp

Korea-based company engaged in the manufacture and distribution of men's and women's apparel.

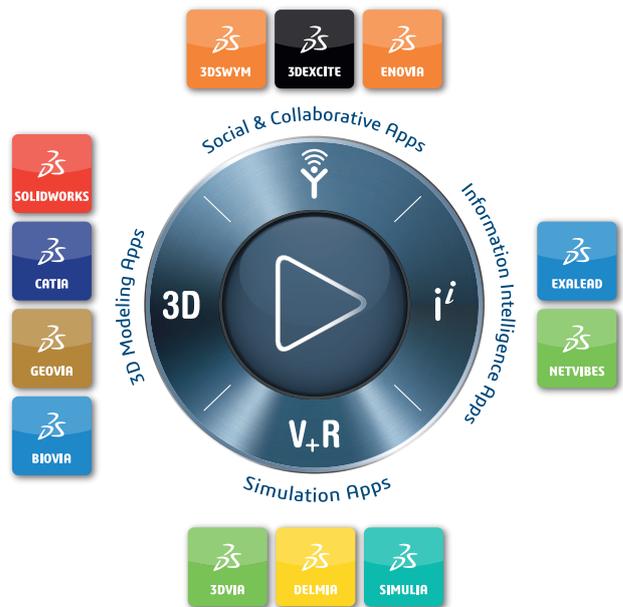
Brands: 11 proprietary brands (including Maestro, Hazzys, Towngent, etc.), 18 licensed brands (including Lafuma, Allegri, Jill Stuart New York, Vanessa Bruno, etc.), and imported brands (Max Mara, Isabel Marant, Vince, Joseph, etc.)

Headquarters: Seoul, South Korea

For more information
www.lfcorp.com

Our 3DEXPERIENCE® platform powers our brand applications, serving 12 industries, and provides a rich portfolio of industry solution experiences.

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 210,000 customers of all sizes in all industries in more than 140 countries. For more information, visit www.3ds.com.



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