



NEWS RELEASE

SugarShape Digitizes Product Development Processes with Centric PLM

German lingerie brand partners with Centric Software to reduce manual tasks, speed time to market and cut costs

CAMPBELL, Calif., May 23, 2024 – [Centric Software®](#), the Product Lifecycle Management (PLM) market leader, proudly announces its partnership with SugarShape, an online lingerie brand based in Germany. Centric Software provides the most innovative enterprise solutions to plan, design, develop, source, buy, make, price, allocate, sell and replenish products such as fashion, outdoor, luxury, multi-category retail, grocery, food & beverage, cosmetics & personal care and consumer electronics to achieve strategic and operational digital transformation goals.

Sabrina Schönborn and Laura Wacker, sisters from Northern Germany, founded SugarShape in 2012 after years of searching for fashionable and functional bras in larger sizes. The sisters launched the online store with one bra design, the 'Dolce Vita', and just over a decade later, SugarShape has more than 350,000 customers, 60 employees, approximately 16,000 SKUs, over 70 unique sizes and a growing European customer base.

SugarShape has been on a meteoric rise since first embarking on its mission to revolutionize the bra industry, and in recent years has grappled with increased business complexity. As the number of new products continued to grow, the development team struggled to keep track of essential details such as colors, alterations, inserts and more. Analog methods of working, and vast amounts of paper, handwritten notes, emails and attachments were stretching the team to their limits.

“When we started out and only had two to three collections and one supplier, it worked well without a software system,” explains Christian Schönborn, Head of Business Development at SugarShape. “Things simply took on massive

proportions that we could no longer deal with, and with part of the development team based in the UK, we needed to make decisions quickly and speed up processes.”

SugarShape assessed a few potential solutions, including niche lingerie system providers, but finally selected Centric PLM™ as the best fit. Centric Software’s impressive market penetration, customer referrals and roster of lingerie clients were deciding factors. One employee’s experience working with Centric PLM in a former role also carried weight.

“It’s good that one person in our company has the experience with Centric and knows what is coming,” explains Schönborn. “We also considered that some of our partners in Asia might already be using PLM.”

The company will go-live with Centric PLM SMB, the cloud-based PLM solution specifically designed for small and mid-sized businesses, and Schönborn has been delighted with Centric’s customer service, attention to detail and responsiveness.

“I’ve never experienced an onboarding process like this before, it’s just the best!” says Schönborn. “We have already held several workshops, that is truly unique and unheard of. Centric wants its customers to be happy, wants the solution to work and they do everything to make that happen.”

“Overall, I want things to be faster, clearer, more professional, more cost-effective and more transparent,” says Schönborn. “I want people to be able to make decisions faster, internally and with our producers, and I want to see all of this for new and existing styles to simplify our processes.”

“We are thrilled that SugarShape has selected Centric Software as a partner to digitalize their business,” says Fabrice Canonge, President of Centric Software. “SugarShape is a truly innovative brand with a strong commitment to quality, and we are excited to see how Centric PLM can help to optimize their product development journey and expedite growth.”

[Learn more about Centric solutions.](#)

[Request a demo](#)

SugarShape (www.sugarshape.de)

Lingerie label SugarShape was founded at the beginning of 2012 by sisters Sabrina and Laura. Their aim was to revolutionize the lingerie market and offer perfectly fitting lingerie and swimwear in modern designs and a wide range of sizes.

In the SugarShape online shop, customers can choose from over 70 different bra sizes, customize their bras or use the “Curated Shopping” offer: A SugarShape bra expert puts together an individual VIB Box (VIB = Very Important Boobs) on the basis of a questionnaire, which the customer fills out online, and sends it to her home for a non-binding fitting.

Our Values

Be the Change: To revolutionize the bra world, we are breaking new ground. We work every day to improve ourselves and have the courage to continually question the status quo.

We are family: We stick together like a family and are very close to our customers. Team spirit and constructive exchange shape our cooperation. The satisfaction of our customers and our team is a matter close to our hearts.

Self-love & diversity: We want to help all women feel comfortable in their bodies. We love and show women as they are, in all shapes and colors and without retouching. Tolerance and equality are also practiced in our team.

Responsibility: We are authentic and take responsibility - for our tasks and the quality of our products, but also for our fellow human beings and the environment.

Centric Software® (www.centricsoftware.com)

From its headquarters in Silicon Valley, Centric Software provides an innovative and AI-enabled product concept-to-replenishment platform for retailers, brands and manufacturers of all sizes. As experts in consumer goods like fashion, outdoor, luxury, home, multi-category retail, grocery, food & beverage, cosmetics & personal care and consumer electronics, Centric Software delivers best-of-breed solutions to plan, design, develop, source, buy, make, price, allocate, sell and replenish products.

- **Centric PLM™**, the leading PLM solution for consumer goods, optimizes product execution from ideation to development, sourcing and manufacture, realizing up to 50% improvement in productivity.
- **Centric Planning™** is an innovative, cloud-native, AI solution delivering end-to-end planning capabilities to maximize retail and wholesale business performance resulting in a 110% increase in margin.
- **Centric Pricing & Inventory™** leverages AI to drive margins and boost revenues by up to 18% via price and inventory optimization from pre-season to in-season to season completion.
- **Centric Market Intelligence™** is an AI-driven platform giving insights into consumer trends, competitor offers and pricing to boost competitiveness and get closer to the consumer, with a proven 12% increase in average initial price point.
- **Centric Visual Boards™** pivot actionable data in a visual-first orientation to ensure robust, consumer-right assortments and product offers, increasing product portfolios by up to 90% using the same resources.

Centric Software's market-driven solutions have the highest user adoption rate, customer satisfaction rate and fastest time to value in the industry. Centric Software has received multiple industry awards and recognition appears regularly in world-leading analyst reports and research.

Centric Software is a subsidiary of Dassault Systèmes (Euronext Paris: #13065, DSY.PA), the world leader in 3D design software, 3D digital mock-up and PLM solutions.

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