



NEWS RELEASE

Trespass Chooses Centric Planning to Improve Allocation and Forecasting

Advanced analytics and AI will enable leading outdoor brand to reduce reporting time by up to 20% and drive better inventory allocation in 300+ stores

CAMPBELL, Calif., July 2, 2024 - [Centric Software®](#) is pleased to announce that outdoor brand and retailer Trespass has chosen to implement Centric Planning™.

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, footwear, outdoor, home and related goods like cosmetics & personal care as well as multi-category retail to achieve strategic and operational digital transformation goals.

Jacobs & Turner Ltd, was established in 1938 as a manufacturer of workwear and outerwear. Trespass, is their award-winning privately-owned brand, created in 1984, focused on performance, outdoor sports and leisurewear from our headquarters in Glasgow, Scotland, UK.

Their mission is to become the FIRST CHOICE GLOBALLY when purchasing PERFORMANCE CLOTHING and ACCESSORIES.

Trespass is one of the UK's most successful outdoor clothing retailers and, after many years of increased growth, has been searching out "best in breed" systems to future-proof the business.

"Like many others in our industry, we arrived at a point where the manual execution of daily activities was reaching a critical threshold. Our merchandise teams needed system support to free up time and be able to operate and strategize more efficiently," explains Afzal Khushi, Director at Trespass. "After

extensive market research and discovery sessions, Centric Software was our preferred choice due to their ability to understand our nuances and their speedy alignment with our business practices. They were also our preferred partner as their “out of the box” solution means we do not have to develop or redesign solutions for the business. Although we are at the start of our journey with Centric Planning, we are already seeing benefits that will confidently take us into the next phase of our successful journey.”

“We’re delighted to welcome Trespass on board as our latest Centric Planning customer partner,” says Fabrice Canonge, President of Centric Software. “Trespass is confidently jumping into AI-driven planning, merchandise and allocation to drive more profitable assortments, and we’re honored to work with them to enable their retail planning digital transformation.”

Learn more about [Centric Software](#)

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Trespass (www.trespass.com)

At Trespass, we have always been passionate about creating a brand where adventure comes first. We believe no matter where you reside in the world or what age you are, you should always be able to embrace the great outdoors. Established in 1938 under the name Jacobs & Turner Ltd situated in the heart of Glasgow Scotland. In the beginning, we had just 12 machinists working profusely in a 1200 sqft warehouse where we provided uniforms and other items of clothing to large organisations including the local police. As our success grew, we started to manufacture anoraks and waterproof jackets that shaped the future of our business.

With in-house designers and product experts, our team are highly talented creative individuals who explore possibilities and constantly push the boundaries of innovation. We have also developed our own technology and technical materials including Tres-TEX, Tres-Shield and Tres-TEX 3 layer fabric.

Today, Trespass is one of the UK's most successful outdoor clothing retailers providing a wide range of products from walking boots to outdoor furniture, selling internationally and exporting to over 60 countries.

We currently have over 300 stores worldwide and a network of wholesale clients across the world as well as a thriving e-commerce website which we are constantly updating and improving.

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 fashion, luxury, footwear, outdoor, home and related goods like cosmetics & personal care as well as multi-category retail. 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 fashion, outdoor, footwear and private label, optimizes product execution from ideation to development, sourcing and manufacture, realizing up to 50% improvement in productivity and a 60% decrease in time to market.
- **Centric Planning™** is an innovative, cloud-native, AI solution delivering end-to-end planning capabilities to maximize retail and wholesale business performance, including SKU optimization, resulting in an up to 110% increase in margins.
- **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 an up to 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, dramatically decreasing assortment development cycle time.

Centric Software's market-driven, best-of-breed 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, appearing 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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