



NEWS RELEASE

HUGO BOSS Partners with Centric Software to Support Ambition to Become Leading Premium Tech-Driven Fashion Platform worldwide

HUGO BOSS selects Centric PLM & Visual Assortment Boards to drive digital product development and design, enhance customer experience and support sustainability goals.

CAMPBELL, California, September 27, 2024 - Centric Software® is pleased to announce that HUGO BOSS has selected Centric PLM™ and Centric Visual Boards™ to fuel their digital transformation through their digital TWIN program.

HUGO BOSS, headquartered in Metzingen (Germany), is a leading global fashion and lifestyle company in the premium segment of the global apparel market. The company pursues a portfolio strategy, with the HUGO BOSS platform consisting of two globally renowned brands – BOSS and HUGO. Both brands are clearly distinguished by individual characteristics. At the same time, they share equally high standards in terms of quality, innovation, and sustainability, while ensuring that consumers are perfectly dressed 24/7 and for every occasion.

As part of the company's growth strategy, which is closely linked to the vision of being the leading premium tech-driven fashion platform worldwide, HUGO BOSS has embarked on a multi-year journey to build a Digital Value Chain TWIN, which enables smart decision-making by connecting product creation, planning and execution, from demand to supply.

"Our TWIN program builds the backbone of our tech-driven value chain. We made PLM a core focus of our TWIN program as a 'single source of truth' and end-to-end system where our data is transparent, visible to the entire company across all regions and seamlessly connected to our other systems and solutions. The system enhances communication with our external partners, centralizes data, simplifies our processes, and lays the foundations of best practice for

product development,” explains Ivica Maric, Executive Vice President Business Operations at HUGO BOSS.

"We are thrilled HUGO BOSS has selected Centric PLM and Visual Boards as a foundation in their transformative digitalization journey," says Fabrice Canonge, President of Centric Software. "We look forward to a long-term partnership."

Learn more about [Centric Software](#)

See Centric AI-Powered Solutions in action at NRF [2025](#), **Booth #6257**

[Request a demo](#)

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.

Centric Software is a registered trademark of Centric Software, Inc. in the US and other countries. Centric PLM, Centric Planning, Centric Pricing & Inventory, Centric Market Intelligence and Centric Visual Boards are Trademarks of Centric Software, Inc. All third-party trademarks are trademarks of their respective owners.

Media Contacts:

Centric Software

Americas: Jennifer Forsythe, jforsythe@centricsoftware.com

EMEA: Kristen Salaun-Batby, ksalaun-batby@centricsoftware.com

APAC: Lily Dong, lily.dong@centricsoftware.com