NEWS RELEASE

MarkaLAB Thrilled with Centric PLM Kick Off
Turkish sportswear and fashion specialist on track for global expansion with Centric Software partnership

CAMPBELL, Calif., October 22, 2024 – Centric Software® is pleased to announce that MarkaLAB, the Turkish design, merchandising, manufacturing and distribution company specializing in sportswear and fashion apparel successfully went live with Centric PLM™ and is now poised for international supply chain growth. Centric Software provides the most innovative enterprise solutions to plan, design, develop, source, buy, make, price, allocate, sell and replenish products such as fashion, 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.

The rapidly growing MarkaLAB delivers innovative and trend-setting brand merchandise for some of the world's most successful brands including Skechers, Lee, Wrangler, Nautica and Hugo Boss. Founded in Turkey in 2019, its team of 600 specializes in identifying market gaps and trends to execute their clients' vision from concept to distribution. It boasts an in-house factory and displays and stores 2.5 million pieces each year in its showrooms and warehouses. Since capitalizing on the Turkish market, MarkaLAB has now set its sights on expanding its international supply chain.

MarkaLAB partnered with Centric Software in 2023 and adopted Centric PLM when it reached the limits of growth at its existing scale. Realizing the competitive power of a modern, centralized platform to manage the full range of sourcing, development, production and distribution, MarkaLAB took the next step in the evolution of its strategic plan to expand its supply chain with PLM.

The company went live with the system in January 2024 and the project was on-time, on-budget and within scope.

"We're early in the rollout and our design, product, garment and sourcing departments have been using PLM for about three months," says Yigit Deryali, Process Development & Project Executive at MarkaLAB. "However, so far Centric PLM is extremely user-friendly, and we were able to quickly train teams to adapt. The onboarding process has been smooth."

"PLM teaches us how to work more effectively and improve our processes," shares Deryali. "We've been able to leverage Centric's expertise and best practices and the implementation team worked very closely with us on key decisions, which led to a successful project."

MarkaLAB expects PLM to reduce complexity with a 'single source of truth' for its vast amount of product data and drive efficiencies in scheduling and client calendar management. It expects to reduce order times by one to two months this season, as well as to streamline product development processes and drastically reduce time to market. In addition, they are planning to connect their 3D fashion design software and explore AI (Artificial Intelligence) technology integrations to automate more processes.

MarkaLAB has three pieces of advice for companies considering implementing Centric PLM — trust the knowledge and expertise of the Centric team, analyze internal processes to align with PLM and identify key users to engage them throughout the process.

"I would like to thank the Centric team, they have been excellent to work with and are a genius team," says Mahir Toprak, IT & Purchasing Director at MarkaLAB. "We've had much support since the very beginning of our journey with Centric and the consultants have demonstrated deep technical expertise."

"We are thrilled with the successful PLM rollout and the impressive results MarkaLAB has achieved to date both internally and with its international customers," says Fabrice Canonge, President of Centric Software. "We look

forward to a long-term partnership and to MarkaLAB's continued success and global growth."

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

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MarkaLAB ([markalab.com.tr](#))

MarkaLAB works with clients, partners and vendors to meet and exceed customer demand for brand merchandise. The company's dynamic team of creatives and designers brings their clients' vision from concept to replenishment, developing products based on in-depth market analyses. Sourcing quality materials from Turkey, Egypt, and China, and ensuring competitive pricing structures across the board with in-house operations, MarkaLAB streamlines local and international production to guarantee transparency and a swift turnaround in a competitive market. With steady expansion since 2019, they have capitalized on the Turkish market and are poised to take on the international supply chain. MarkaLAB's product range has grown from sportswear, accessories, and equipment to high-street fashion.

Optimizing and setting global trends in sportswear, apparel, and fashion apparel, MarkaLAB takes the guesswork out of the supply chain with its analytical approach to design, production, and delivery. Their products are created in state-of-the-art facilities that have been vetted with a rigorous evaluation process.

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 competitivity 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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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