



**yamamay**

**NEWS RELEASE**

**Yamamay Teams Up with Centric Software  
to Strengthen Sustainability and Power Innovation**

*Leading Italian monobrand retailer selects Centric PLM to bolster traceability,  
enhance supply chain visibility and accelerate time to market.*

**CAMPBELL, Calif., October 2, 2024** – Centric Software® is pleased to announce that Yamamay has selected Centric PLM™ to streamline company-wide collaboration and further empower eco-friendly operations. 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.

Founded in 2001 and headquartered in Gallarate (Milan area - Italy), Yamamay is a leader in the production and distribution of underwear, lingerie, sleepwear and beachwear, operating an e-commerce site and 600+ physical monobrand stores across 30 countries. Since its establishment, Yamamay has placed sustainability at the epicenter of its company values, acting as a trailblazer in the Italian market through the implementation of various climate-conscious practices, including running the first donation campaign in Italy for the Amazon rainforest and launching the M.A.R.E project in 2022 to monitor sea pollution. Aside from sustainability, Yamamay bases every business decision on its three additional pillars: beauty, innovation and quality with the aim of delighting its customers and fostering long-lasting growth.

To keep pace with rapid trend cycles, meet growing consumer demands for

transparency and stay ahead of rapidly evolving European regulations, Yamamay requires a robust platform to strengthen and optimize its operations. Barbara Cimmino, Head of Corporate Social Responsibility and Innovation at Yamamay, explains one of the company's many motives for selecting Centric PLM:

*"It's important for our customers that we are transparent and consistent. That's why PLM is critical for us to ensure that our data is visible, accurate and error-free across the board. We are often asked where our products are produced, so having that information available in real-time will help us pursue traceability initiatives like Digital Product Passports and ensure we can achieve our green claim."*

Since the very beginning, Yamamay has worked closely with its suppliers across the globe—including partners in Sri Lanka, Vietnam, China and Bangladesh—to source and produce all of its products. Achieving seamless communication and safeguarding the quality of data exchanged with its partners is fundamental to the Italian brand's strategy to ensure cost control, enhance traceability and accelerate time to market.

*"When you're precise in informing your suppliers on the materials, components and workmanship you want, you don't need to rework or take on unexpected costs. That's where PLM comes in,"* says Cimmino.

After relying on a legacy system since 2008, the Yamamay team was well-equipped to identify the ideal next-generation PLM technology. Centric Software's solution stood out as the top choice due to its advanced AI-driven functionality, extensive network of leading sustainability vendors and forward-thinking vision for the fashion and apparel industry.

*"Knowing that Centric was working with the same sustainability vendors that we wanted to partner with was a confirmation that we were aligned,"* notes Cimmino. *"Centric has a long-term vision and advanced roadmap, while other PLM providers are still only focused on the now,"* she adds.

Yamay is anticipating game-changing benefits thanks to the implementation

of Centric PLM. With streamlined communication and collaboration and improved information management, the Italian brand will profit from having a single source of truth, empowering teams to propel innovation and sustainability plans in parallel.

*"In Europe it is clear retailers can only compete at a global level if we prioritize innovation and the needs of our customers," concludes Cimmino. "This collaborative solution will make everything more efficient, drive long term success and accelerate our digitalization journey."*

*"We are delighted to launch this next phase of digital transformation with Yamamay, to empower them to achieve their sustainability goals and fuel their overall business growth and innovation," says **Fabrice Canonge**, President at Centric Software. "Centric PLM is specifically tailored for the needs of the fashion and retail industry, and we're excited to see Yamamay's continued global success with our technology at its core."*

**Learn more about [Centric Software](#)**

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

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**Yamamay ([corporate.yamamay.com/en](https://corporate.yamamay.com/en))**

Inticom SpA, Yamamay's brand owner, was founded in Italy in 2001 and is now part of the Pianoforte Group. With over 600 mono-brand stores in Italy and 30 other markets, Yamamay is a leading brand in the production and distribution of underwear, lingerie, nightwear, and swimwear. As of the end of 2023, Yamamay directly employs 900 people, 93% of whom are women; retail sales total €237M, with over 13.6 million products sold.

Yamamay is committed to building a path of sustainable success, focusing on digitalization, the development of increasingly integrated Corporate Social Responsibility policies within its business and innovation aimed at transforming

the industrial process from linear to circular through the lever of Eco Design. This is one of the main drivers for achieving the brand's Purpose.

Yamamay's ESG commitment is documented in its Sustainability Report, now in its fifth edition with the publication dedicated to the 2023 fiscal year. Through its corporate website and LinkedIn page, the brand maintains an ongoing dialogue with stakeholders, providing updates on its sustainability journey.

**Centric Software® ([www.centricsoftware.com](http://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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