



PRESS RELEASE

Kering Beauté Selects Centric Software's Product Lifecycle Management (PLM) Solution

CAMPBELL, Calif., October 23, 2024 – Kering Beauté has selected Centric Software® and completed the first phase of the rollout of Centric PLM™. 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.

The new partnership between Kering Beauté and Centric Software has adopted a phased rollout approach, with the first phase focused on the product development teams and the second on the packaging development teams.

“The Kering Beauté project is innovative in that it involves rolling out Centric PLM from the early days of the brand’s journey within the Kering Group. We essentially started from a blank canvas, which will ensure a streamlined process from the start and into the future,” says Chris Groves, CEO of Centric Software. “We are thrilled that Kering Beauté has selected Centric Software as its trusted partner.”

[Learn more about Centric Cosmetics and Personal Care PLM](#)

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

[Request a demo](#)

Kering Beauté

Founded in 2023, Kering Beauté aims to build on the Beauty expertise of the Houses of the global luxury group Kering. The division's goal is to ensure that Bottega Veneta, Balenciaga, Alexander McQueen, Pomellato and Qeelin reach their full potential in Beauty, which is a natural extension of their universe. In June 2023, Kering Beauté signed an agreement to acquire historic high-end fragrance house Creed, known for its distinctive collections of timeless and sophisticated perfumes, including the iconic Aventus. Leveraging each brand's unique identity while remaining completely consistent with their strategy and positioning, the Kering Beauté teams place innovation and creativity at the heart of their business model to fashion tomorrow's Beauty—at once sustainable and responsible.

Centric Software® (www.centricsoftware.com)

From its headquarters in Silicon Valley, Centric Software provides the market-leading AI-enabled Product Lifecycle Management platform for cosmetic and personal care manufacturers, brands and multi-category retailers. As experts in all fast-moving consumer goods, Centric Software delivers best-of-breed solutions to design, develop, source, buy, make, package, assort and sell products. Centric solutions optimize the product portfolio, harmonize product offers and streamline product development by speeding time to market and innovation while enhancing quality control and ensuring regulatory compliance.

- **Centric PLM™** features integrated industry best practices and innovative, AI-enabled capabilities tailored specifically for cosmetic and personal care manufacturers and retailers. Seamlessly manage the overall product lifecycle, from initial concept and formula development to packaging, quality, supplier collaboration, labeling, production, SKU rationalization and beyond. Results include up to a 50% improvement in productivity and a 60% decrease in time to market.
- **Centric Visual Boards™** are a visually oriented top-down/bottom-up product portfolio optimization tool. Real-time data and imagery from

multiple business systems are brought into a singular accessible workspace, creating a new, visual way of working for all teams to ensure robust, curated global/regional product offers, dramatically decreasing assortment development cycle time.

- **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 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, 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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