



NEWS RELEASE

Suitsupply Finds the 'Perfect Fit' with Centric PLM, Market Intelligence & Visual Boards to Bolster Growth

European fashion brand partners with Centric Software to scale operations, streamline workflows & deliver profitable assortments

CAMPBELL, California, November 19, 2024 - Centric Software® is pleased to announce that Suitsupply has selected Centric PLM™, Centric Market Intelligence™ and Centric Visual Boards™ to drive their digital transformation. 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, home and related goods like cosmetics & personal care as well as multi-category retail to achieve strategic and operational digital transformation goals.

Today, Suitsupply is renowned for the quality and fit of its garments delivered with expert style advice and service. It leverages highly trained, great people together with a combination of proprietary and best of breed software to deliver a radically personalized customer journey both online and offline. A relentless focus on innovation and a steadfast commitment to excellence have led to the brand's meteoric growth. With the goal to accelerate, Suitsupply began its search for modern and scalable, best-of-breed solutions with strong fashion expertise.

"We really understood that we needed to have the highest quality product data and be able to feed that information into all our tools and processes in a scalable way to support our growth. This is why we wanted to partner with Centric on PLM as a cornerstone tool of our I.T. landscape," says Rob Kamphuis, Head of Supply Chain Technologies at Suitsupply.

Kamphuis also emphasizes the importance of streamlined communications with Suitsupply's suppliers, manufacturers, and cross-functional internal teams, and

that the absence of a 'single source of truth' for all product information was a key driver for embarking on their PLM journey.

“Suitsupply has always been a high growth company; the business is twice the size as it was pre-pandemic,” adds James Keates, Chief Operations Officer at Suitsupply. “But if you want to put four times that revenue, customers and products through the pipes, you need to invest in your supply chain and the technology platform that you’re leveraging to do that.”

Suitsupply took a measured approach in its analysis of product management solutions and selected Centric PLM after a lengthy RFP process. Centric stood apart with its user-friendly interface, business-critical core functions and ease of implementation.

“Centric PLM is a very complete solution that ticks a lot of boxes for us as a business,” enthuses Kamphuis.

In addition to PLM, Suitsupply decided to invest in Centric Market Intelligence - an AI-driven platform giving insights into consumer trends, competitor offers and pricing - to gain deeper insights into the competitive landscape, make more informed decisions about its pricing strategy and assortment choices and maintain the optimal balance between price and quality.

“We now operate in 23 different countries, and we have an expansion list of more than 100 locations, many of them in new markets,” explains Keates. “So, we need a tool that can perform a detailed pricing assessment across these different locations to make sure we are positioned properly in every market we want to operate in.”

Suitsupply’s latest addition to its suite of Centric solutions is the Centric Visual Boards, which empower buyers, merchandisers, designers, planners, sourcing, and sales teams across the fashion and retail industries to strategically view assortments in a visual pivot table, ensuring a coherent brand experience across all channels. The visual assortment tool is expected to save teams a substantial amount of time by enhancing internal collaboration, cutting down on

administrative tasks and enabling them to prioritize more strategic, value-added activities.

"We are excited to partner with Suitsupply at this critical juncture in its business growth," says Fabrice Canonge, President of Centric Software. "We look forward to seeing how Centric PLM, Market Intelligence and [Visual Boards](#) empower Suitsupply to fine-tune its operations and continue to deliver personalized, high-quality men's fashion at scale."

Learn more about [Centric Software](#)

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

[Request a demo](#)

Suitsupply (suitsupply.com)

Suitsupply is a market defining brand showing strong international growth. We are pioneers at everything we do, and we work hard to keep it that way. Our pioneering spirit generates a contagious energy, which is what enables us to keep putting new ideas into practice.

Our strength lies in our formula: straight, to the point and still personal. Fast and effective. Combining craftsmanship with flair.

There are few things that distract us. This approach enables us to create an environment in which our customers feel that we only have eyes for them. We are there for people who want to be seen.

Founded in Amsterdam in 2000 by Fokke de Jong, Suitsupply is an international men's fashion brand with more than 100 stores worldwide across major metropolitan cities like Milan, London, Zurich, Sydney, New York, Toronto, Shanghai, Singapore and Hong Kong. The company is privately held and

operates a strong e-commerce platform that allows it to bring that same high-quality tailoring and personal service to customers around the world.

In an industry where fast fashion dominates and craftsmanship is fast disappearing, Suitsupply introduces a better option: one where no attention to detail or quality is ever spared. That's why we use only the finest Italian fabrics sourced from mills such as Ferla, E. Thomas, Larusmiani and Vitale Barberis Canonico.

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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