

APPAREL AND ACCESSORIES

La Perla streamlines product development through software integration

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La Perla, fall/winter 2016

By STAFF REPORTS

Italian lingerie company La Perla is working with a product lifecycle management provider to reduce its garments' time to market.

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La Perla, founded in 1954 by corset-maker Ada Masotti, has partnered with Centric Software to streamline its product development process. Centric Software builds technologies for fashion, retail, footwear and luxury brands, and La Perla is its 16th client based in Italy.

Connecting silos

La Perla designs lingerie, nightwear, beach and swimwear and accessories. By using Centric Software's PLM technologies, La Perla will be able to shorten the time between manufacturer and when its products hit store shelves.

Going forward, La Perla will use the Centric 8 PLM suite, including its mobile applications, to increase operational productivity. La Perla selected Centric due to the suite and app's flexibility and process coverage, which will allow the brand to improve its product development process.

By doing so, La Perla will not jeopardize the quality of its wares and will be better situated to be seen as a leader in the luxury industry.



La Perla fall/winter 2016

"Our product development process was long and time consuming," said Miriam Gallio, COO of La Perla Group, in a statement. "We want to leverage our ability to develop trend-right products and improve assortment plans by connecting merchandising, design and product development teams."

"We were impressed by Centric's customer references, especially in the lingerie and luxury market," she said. "Thanks to their extensive knowledge of the industry, Centric will support our overall strategy to drive growth and profitability."

La Perla's technological streamlining efforts extend to its boutiques as well.

In 2014, the Italian lingerie maker teamed with a software provider to create a platform that is implemented in all La Perla boutiques and fashion stores where its products are sold.

La Perla worked with MicroStrategy Mobile to analyze sales and other company data points through key performance indicators. This new technology will allow La Perla to be aware of information in all its stores and make necessary alterations to tactics without too much delay ([see story](#)).