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Net-A-Porter creates streamlined view of product life management

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Net-A-Porter's fall/winter 2017 ad campaign. Image courtesy of Net-A-Porter

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As part of its mission to manage its abundance of information, Yoox Net-A-Porter Group has developed a clear picture of its product process through the use of data.

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While the influx of data provided to retailers today is greatly beneficial, sifting through to determine what it all means can be more cumbersome than helpful. Net-A-Porter recently worked with Centric Software to implement a new Product Lifecycle Management system that was able to manage more than 4,000 SKUs per season.

"We needed a holistic view of production," said Marco Gallo, product developer at **YNAP**, Milan. "We hoped that having the right PLM would help us to manage the entire lifecycle of a product from prototype to production, check the gap between the initial budget we have for each brand and the real cost of goods ordered, track the cost of samples and communicate with suppliers using one standard format and platform.

"We used what we had email and spreadsheets which worked perfectly at the beginning but as the volumes increased we quickly realized we needed a single view of our product, from design to delivery, with a detailed view of all the processes in-between," he said.

Yoox Net-A-Porter consists of Yoox, Net-A-Porter, Mr Porter and The Outnet.

Product management

YNAP's Net-A-Porter sought to solve a problem of being able to track the life of its products and production cycle. The retailer would often see problems caused by manual data entry such as duplications.

The retailer hoped to see a better tracking system for its samples and to be able to better manage its budgets.

Net-A-Porter also wanted to be able to use a single platform to interact and collaborate with suppliers. The ecommerce brand sought out a platform for product developers, merchandisers and designers.

Centric Software and Net-A-Porter claim the collaboration allowed for the retailer to reduce duplication as well as save time in data entry. Net-A-Porter is also able to track products more easily through one tool for product

development processes.

The retailer has also claimed it is better able to manage budgets and visibility of sample costs.

Management streamlining

The Net-A-Porter and Centric partnership is indicative of the current retail environment. Many businesses today are looking to better discern future plans for products and manage production, but with so much data it can be difficult for brands and retailers to tackle without a vendor partner.

For instance, Italian lingerie brand La Perla worked with a product lifecycle management provider to reduce its garments' time to market.

La Perla, founded in 1954 by corset-maker Ada Masotti, also partnered with Centric Software to streamline its product development process. Centric Software builds technologies for fashion, retail, footwear and luxury brands, and La Perla was its 16th client based in Italy ([see more](#)).

It can be difficult for luxury and heritage brands to implement new management systems at the core of their businesses, which has made the shift into digital a slow one for many brands. Despite this sluggishness, many are working to change how digital is incorporated into their business.

Department store chain Nordstrom, for instance, even extended its relationship with integration platform Dsco, moving from being a client to an investor.

Nordstrom has used Dsco to manage its inventory, shipping and fulfillment, leveraging the platform's ability to ease data exchange between suppliers and retailers. The retailer made an investment in the company to help foster its growth ([see more](#)).

"When working with YNAP, we knew that they were not only looking for a solution to manage product development but a real partner to be able to give their international teams an efficient and supportive PLM platform," said Jennifer Forsythe, senior marketing manager of [Centric Software](#), Denver.

"Having worked with over 220 brands in the fashion and retail industry, we know the journey from style sketches to final production is long and complex and it was important to streamline this process for YNAP," she said.

"Only Centric Software's PLM solution was able to ensure more efficient product development and reduced time to market for YNAP."