

JEWELRY

Buccellati digitizes product management to fuel global growth

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Buccellati has tapped Centric Software. Image courtesy of Centric Software

By STAFF REPORTS

Italian jeweler Buccellati is incorporating technology into its product lifecycle management to aid its international ambitions.

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Recognizing the need to digitize some processes to succeed in today's retail environment, Buccellati tapped Centric's PLM software to help it organize everything from product creation to costing and retail replenishment. Since Buccellati was acquired by Chinese group Gangtai in 2017, the brand has been accelerating its global expansion ([see story](#)).

"Our target is to open 88 new Buccellati brand stores around the world in the next five years and to grow the company so that it will become ten times the size it is now," said Gianluca Brozzetti, CEO of Buccellati Group, in a statement. "Buccellati is very prestigious and successful with a proud tradition of craftsmanship, but it is relatively small compared to its closest competitors.

"We want to make Buccellati a global, jewelry luxury brand," he said. "A project like this cannot be managed without the right systems."

Jewelry journey

While Buccellati has invested in technology in recent years, including enterprise resource planning and tools for frontline retail staff, it felt that PLM was missing from its arsenal.

"The existing software we had in-house was not sufficient for our growth plans and we needed a PLM solution that could provide the highest standard of support throughout the lifecycle of the product," Mr. Brozzetti said. "Until recently, many of Buccellati's designs and product charts were handwritten on paper.

"These are beautiful documents but of course it is not possible to easily share this information," he said. "To move into the future, we need total digitalization."

One of the aspects of Centric's platform that appealed was the ability to track multiple measurements, including grams of precious metals, carats of diamonds or hours of labor that go into a product.



Buccellati is on the move. Image credit: Buccellati

Buccellati is looking forward to the possibilities of incorporating PLM software into its retail activities, allowing it to showcase products to retailers or clients through connected catalogs. Centric's technology will also allow the jeweler to track which products have sold out a particular store so it can work to replenish styles.

Along with moves within its operations, Buccellati is also embracing digital changes in retail.

Buccellati expanded its online retail presence by partnering with ecommerce player Net-A-Porter.

The retailer shared Buccellati's availability with consumers via its weekly "The Chic List," an email newsletter with the "essential style update[s]" for the week ahead. In recent months, Net-A-Porter has strengthened its jewelry and watch category through retail partnerships with luxury's leading brands ([see story](#)).

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