

JEWELRY

Swarovski looks to simplify product management with tech

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Swarovski looks to the Mediterranean for inspiration. Image credit: Swarovski

By STAFF REPORTS

Precision-cut crystal maker Swarovski is merging its creative and technical product lifecycle management systems with a new technology partnership.

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Swarovski has tapped Centric to power its PLM for its consumer goods business, covering its fashion jewelry, watches and accessories collections. Swarovski designs, produces and retails about 1,000 new SKUs per year, calling for a system that can handle complexities.

Centralized system

Swarovski is using Centric 8 PLM for its jewelry, home, watches and accessories collections. Select Asian suppliers are also using the system.

Centric's software is designed to simplify collaboration, allowing teams to conceptualize and create products at the same time across geographic locations. It can be used to organize everything from materials management to inspections and merchandising planning.



Swarovski is working with Centric to power its PLM. Image courtesy of Centric

"We were working with one system for our technical side and another for our creative side, which proved to be complex and inefficient," said Martin Buchbauer, director of marketing operations at Swarovski, in a statement. "Over-customization also had a negative impact.

"We investigated the possibility of merging both systems but soon realized it wouldn't work with any of our existing PLM systems," he said. "We approached Centric to see how they would handle our defined use cases and help us take our collection development process to the next level."

Centric has worked with a number of luxury companies, including Louis Vuitton and Kering.

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

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](#)).

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