

APPAREL AND ACCESSORIES

Ferragamo, in streamlining bid, taps Centric Software for product lifecycle management tools

July 20, 2020



Ferragamo is deploying Centric Software product lifecycle management technology to boost productivity. Image courtesy of Ferragamo

By LUXURY DAILY NEWS SERVICE

Italian fashion label Salvatore Ferragamo has tapped Centric Software to provide product lifecycle management help to add a tech element to its traditional craftsmanship process.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246** ▶

Ferragamo is deploying the Centric Product Lifecycle Management enterprise software as part of a new business effort called "Innovation and Tradition, Together." The idea is to streamline the whole concept-to-production process.

"Our main objectives were to obtain the greatest possible visibility into product development, to streamline the design and manufacturing processes in alignment with modern best practices and to establish a platform that allows teams to collaborate," said James Ferragamo, brand, product and communication director at **Salvatore Ferragamo**, in a statement.

"Salvatore Ferragamo is a family-like company where creativity is of the essence as was our need to improve productivity," he said.

"We started a PLM selection to identify a powerful, out-of-the-box solution that would give our teams time to focus on creativity and customers, rather than administration tasks and data entry for multiple systems.

"The digital platform enables our teams to keep up with very challenging timelines and is part of Salvatore Ferragamo's journey towards innovation, blending handcrafted tradition and digitalization."

Starting with footwear, Florence-based Ferragamo's lineup now includes apparel, leather goods, fragrances, accessories, eyewear and Swiss-made watches. The brand prides itself on its Italian manufacturing.

Plum for PLM

Campbell, CA-based **Centric** offers enterprise software to fashion, retail, footwear, outdoor, luxury and consumer goods companies for strategic and operational digital transformation.

Centric clients include Swarovski, Delvaux, Nina Ricci, Yoox Net-A-Porter and Marc Jacobs.

"We are delighted to announce that Salvatore Ferragamo is live with Centric Software's PLM solution," said Chris Groves, president/CEO of Centric Software, in a statement.

"Salvatore Ferragamo is an iconic brand that encapsulates the essence of Italian fashion," he said. "We are honored to be able to drive their digital transformation initiatives."

[View this post on Instagram](#)

Timeless Appeal: The Ferragamo Ora watch featuring a guilloche dial with small studded indexes for a refined elegance. #FerragamoTime

A post shared by Salvatore Ferragamo (@ferragamo) on Jul 18, 2020 at 2..

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.