MAXRIENY

Fond of Yourself

BUILDING A UNITED DIGITAL JOURNEY AT MAXRIENY

CENTRIC PLM™ POWERS DIGITAL INITIATIVES ACROSS MULTIPLE BRANDS AND BUSINESS MODELS

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"Our multi-brand and multi-business model corporate development strategy would have created an enormous workload if we continued to operate with disparate systems and offline data," says Kevin Wong, Founder and CEO of CC Universe. "The company's priority is establishing a sharing platform that allows us to store all product creatives and data."

CC Universe, parent company of MAXRIENY, approached Centric Software® to provide a Product Lifecycle Management (PLM) solution which was suited to their unique business model. Centric quickly got to work creating a Fashion PLM system that would cover the full spectrum of product planning, production and sales.

With Centric Fashion PLM in place, CC Universe's business process and defining roles are streamlined in one central place. Product development is transparent and visual. The multi-brand and multi-business model corporate development strategy is supported with a design and R&D brand knowledge repository.

How did CC Universe achieve its ambitious brand development strategy with Centric Fashion PLM?

A TECHNOLOGY-DRIVEN WOMENSWEAR BRAND

MAXRIENY is a CC Universe brand, and was co-founded by Kevin Wong and his wife, Sara Wong. The brand had specific target segments in mind right from the start—fans of European medieval castle themes and fantasy elements. In just five years, sales surpassed 0.7 billion RMB in China's already saturated ladies apparel market.

Over a two-year period, CC Universe created digital platforms and tools for collaborative work, member management, store management, warehouse management and online business, which shaped MAXRIENY's quick rise to success.

Building on its line of design-conscious everyday attire, MAXRIENY branched out into the high end MAXRIENY Wedding, MAXRIENY Event and MAXRIENY By Sara Wong lines, befitting special occasions. The business enhanced its order-based production with quick response and e-commerce capabilities.

DESIGN AND R&D SHARING PLATFORMS SUPPORTING MULTIPLE BRANDS AND BUSINESS MODELS

Although CC Universe was already on a path to digitalization, processes were managed in separate systems and offline data. As Mr. Wong explains, "The company's priority is establishing an information sharing platform, and precipitate valuable data to help incubate brands in the future."

Each brand has its own design requirements and way of working. Centric Fashion PLM is just the right fit for CC Universe's diversified communication and management needs. Centric Fashion PLM
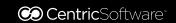
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CENTRIC FASHION PLM HAS ALWAYS BEEN AT THE FOREFRONT OF APPLICATIONS AND INNOVATIONS IN THE FASHION AND RETAIL INDUSTRY. THE PLM SYSTEM PROVIDES A FUNDAMENTAL PLATFORM FOR INTEGRATING UPSTREAM AND DOWNSTREAM SUPPLY CHAIN SYSTEMS.
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CHALLENGES

+ Unclear job duties and business processes that were leading to inefficient communication and difficulties with inter-departmental cooperation

+ Difficult to track R&D and production progress

+ Slow and costly manual reporting

+ Scattered resources could not support the multi-brand strategic development of the company

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provides a more straightforward way for them to obtain consistent data. Team members can track product development by brand and business model, which improves the management capacity of our Product Center."

ALL-ROUND BRAND KNOWLEDGE MANAGEMENT

CC Universe used to spend large amounts of time searching for product information, such as product specification, development process, material cost, etc., as it was stored across various locations and standardized data maintenance procedures were lacking.

With Centric Fashion PLM, CC Universe is now able to structure the management of its technical processes. A number of brand knowledge bases have been created in Centric Fashion PLM, including color, translation procedures and patterns and material libraries, as well as supplier information and cost databases.

RESULTS

+ Job duties are clarified by streamlining CC Universe's business in PLM

+ Implementation occurred in just 3 months (1 month ahead of schedule)

+ A design and R&D sharing platform and brand knowledge repository is established to support multi-brand and multi-business model corporate development

+ Transparent and visualized data enable real-time follow-up at all stages of product development

+ More than 50 BI reports can be generated through the consolidation of manual report formats and data from other systems, supporting day-to-day managerial decision-making

+ Improved workflows and reduced downstream inefficiencies

"Brand knowledge management will raise the accuracy of our product R&D and provide a knowledge framework that can be swiftly assimilated by newly onboarded talent," explained Sara, chief designer of MAXRIENY. "We have also further improved our workflows and specifications in the course rolling out Centric Fashion PLM, which has reduced downstream inefficiencies."

SYSTEM INTEGRATION AND REPORT GENERATION AID DECISION-MAKING

As a result of the project, Centric streamlined the existing report formats, which were found in multiple systems. Valuable data such as quarterly sample timelines, risk management and tracking and cost analysis can now be gathered for BI reports, providing a basis for better decision-making.

Adrian Lian, who heads CC Universe's IT Department, stated, "Centric Fashion PLM has always been at the forefront of applications and innovations in the fashion and retail industry. The PLM system provides a fundamental platform for integrating upstream and downstream supply chain systems."

A DIGITAL WORKOUT FOR A ROBUST ORGANIZATION

Centric Fashion PLM enhances the workflows and day-to-day work habits of teams at CC Universe. Although at first management was a little apprehensive about the project, they were glad to see such a high degree of cooperation, dedication and proactiveness from teams on both sides and commended the effort put in by those involved.

Using exercise as an analogy, Kevin explains, "We must work with the system to derive value from Centric Fashion PLM. We may experience some aches and pains during this corporate digital workout but overcoming these challenges will definitely contribute to the greater success of the company. We are moving forward to a more robust CC Universe."

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ABOUT MAXRIENY (www.maxrieny.com)

MAXRIENY was launched in 2007, and its parent company CC Universe was co-founded by Kevin Wong and his wife, Sara Wong. The couple transformed their family-owned apparel manufacturing operations into Shenzhen CC Universe Fashion Design Co., Ltd. Kevin handles strategic investments and organizational innovation, while Sara takes full charge of design for MAXRIENY, their main brand, as well as product management.

MAXRIENY is highly inspired by the European retro elements, as the design of the brand is known to present unique, fantasy styles with the sense of inner power. It is one of the most popular emerging designer brands. Sara believes that fashion is never just about a fancy garment but it is also the expression of art.

ABOUT CENTRIC SOFTWARE (www.centricsoftware.com)

From its headquarters in Silicon Valley, Centric Software provides a Digital Transformation Platform for the most prestigious names in fashion, retail, footwear, luxury, outdoor and consumer goods. Centric's flagship Product Lifecycle Management (PLM) platform, Centric 8, delivers enterprise-class merchandise planning, product development, sourcing, quality and collection management functionality tailored for fast-moving consumer industries. Centric SMB provides innovative PLM technology and key industry learnings for emerging brands. Centric Visual Innovation Platform (VIP) offers a new fully visual and digital experience for collaboration and decision-making and includes the Centric Buying Board to transform internal buying sessions and maximize retail value and the Centric Concept Board for driving creativity and evolving product concepts. All Centric innovations shorten time to market, boost product innovation and reduce costs.

Centric Software is majority-owned by Dassault Systèmes (Euronext Paris: #13065, DSY.PA), the world leader in 3D design software, 3D Digital Mock Up and PLM solutions.

Centric Software has received multiple industry awards and recognition, including being named by Red Herring to its Top 100 Global list in 2013, 2015 and 2016. Centric also received various excellence awards from Frost & Sullivan in 2012, 2016 and 2018.

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