COLLECTION BOOK FOR FASHION iPAD APP CONNECTING DESIGNERS WITH CUSTOMERS AS NEVER BEFORE

Stepping beyond "business as usual," transcending boundaries, transforming the customer experience.

► Transformative technology.

The Collection Book for Fashion iPad app is an interactive, patent-pending mobile solution that allows fashion houses to present their collections to corporate and retail buyers faster and more accurately than ever before. Replacing error-prone, paper-based systems, the collection books that customers view incorporate design changes made only minutes before styles appear on the runway, and show only the latest style options, availability and pricing information. Fashion houses can take orders at a show, at post-show corporate-buyer events, or immediately after runway events in local retail boutiques anywhere in the world.

The result? The errors associated with paper systems are eliminated, and so is the frustration customers experience after placing an order, only to be told that their style options are not available. Customer satisfaction improves. Brand experience is enhanced. Orders and sales increase.

► Changing the way the fashion industry works.

In the fashion industry—where showings stimulate customer desire and spur sales—the immediacy and accuracy of the Collection Book for Fashion iPad app can make all the difference. The Collection Book presentation—controlled entirely by merchandising staff at the fashion house—delivers accurate collection information from the Centric 8 PLM system, including style color options and inventory availability. This information is presented to the customer in a visually appealing, highly intuitive style on the iPad mobile device platform. Fashion designers can incorporate last-minute changes to design sketches, fabrics and colors.

COLLECTION BOOK FOR FASHION iPAD APP

Centric 8 Collection Book for Fashion iPad app delivers vital business results:

Link customers with designers as never before.
- Reflect design changes made moments before styles walk the runway.
- Show only accurate style options, availability and pricing.
- Eliminate paper-based Collection Book processes and errors.

Give accurate Collection Book presentations.
- At/during show events.
- During post-show corporate buyer events for order placement accuracy.
- Immediately after events to local retail boutiques anywhere in the world.

Improve customer satisfaction and brand experience.
- Eliminate customer frustration when orders can not be fulfilled.
- Improve sales.
- Enhance overall customer satisfaction.

► **Bottom-line results.**

With the Collection Book for Fashion iPad app, fashion houses can meet customer desire, improve satisfaction, enhance brand experience, and increase sales in a way that has not been possible before.

The Collection Book for Fashion iPad app is the newest proof of Centric's commitment to helping customers achieve ROI within one product cycle—often, as quickly as four-to-six months. With Centric 8, it is not uncommon to see productivity gains in a few weeks. As with every Centric 8 module, the Collection Book for Fashion iPad app integrates fully with product development and specification, sourcing, calendar management and line planning modules to extend and enable collaborative processes and benefits across teams, workgroups, departments, suppliers and partners.

Centric Collection Book iPad App FEATURES

- Connects product ideas and creation with product development's technical processes, end consumer
- Allows interactive customer use during and after shows
- Permits last-minute changes to Collection Book with simple check box
- Works with corporate buying events, individual boutique buyers
- Intuitive, easy to use

Centric Collection Book iPad App BENEFITS

- Incorporation of last-minute changes to design sketches, fabrics and colors to Collection Books
- Accurate Collection Books
- Correct information on orders
- Elimination of delays in order processing
- Enhanced customer desire
- Improved buyer satisfaction
- Increased sales

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Centric Software is a leading provider of product lifecycle management (PLM) solutions for makers of hard and/or soft lines in the fashion and consumer goods industries. Centric 8 delivers easy-to-use functionality to manage critical, inseparable business processes, including product development, sourcing, line planning and profitability management, through a modularized system that implements and delivers value rapidly.

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