



CORNELIANI OFFERS THE BEST IN ITALIAN LUXURY WITH KUBIX LINK

Leading luxury menswear brand and manufacturer increases market share through effective master data management.

When people think of Italian premium menswear, the name Corneliani immediately comes to mind. A luxury brand and manufacturer renowned for its well-cut suits and Italian know-how, Corneliani is an established household name with a loyal following. However, new e-commerce and fast-fashion players are saturating the marketplace today, shifting consumers' attention away from the high-end to the low-cost and convenient. Instead of playing this never-ending game of catch-up, Corneliani decided to succeed on its own terms. They wanted to accelerate the entire design-to-production process through informed decision-making, but without cutting corners and sacrificing quality.

In meeting these objectives, firstly, they had to improve collaboration between team members and external suppliers through improved data quality to speed up production. Secondly, to safeguard quality, the company needed to protect its Italian savoir-faire, in terms of materials, fit, and cutting rules, by managing and reorganizing its extensive and complicated bill of material library. The chief information officer (CIO) and product manager of Corneliani were tasked with finding a solution that could help them achieve these goals and strengthen the brand's image as an icon of Italian elegance by providing better omni-channel retail and product experiences.

Corneliani, the epitome of Italian elegance

Founded in 1930, Corneliani started off as an artisanal coat manufacturer to become a luxury powerhouse renowned for its timeless Italian elegance today. The brand is often associated with its “Made in Italy” label, so much so that it was awarded the Leonardo Prize for Quality by the President of Italy in 2005. Today, the company has 90 boutiques worldwide, distributes to over 70 countries and has a made-to-measure product line in addition to its ready-to-wear collections. Corneliani boasts a production output of 350 suits, 2000 shirts and pairs of pants a day.

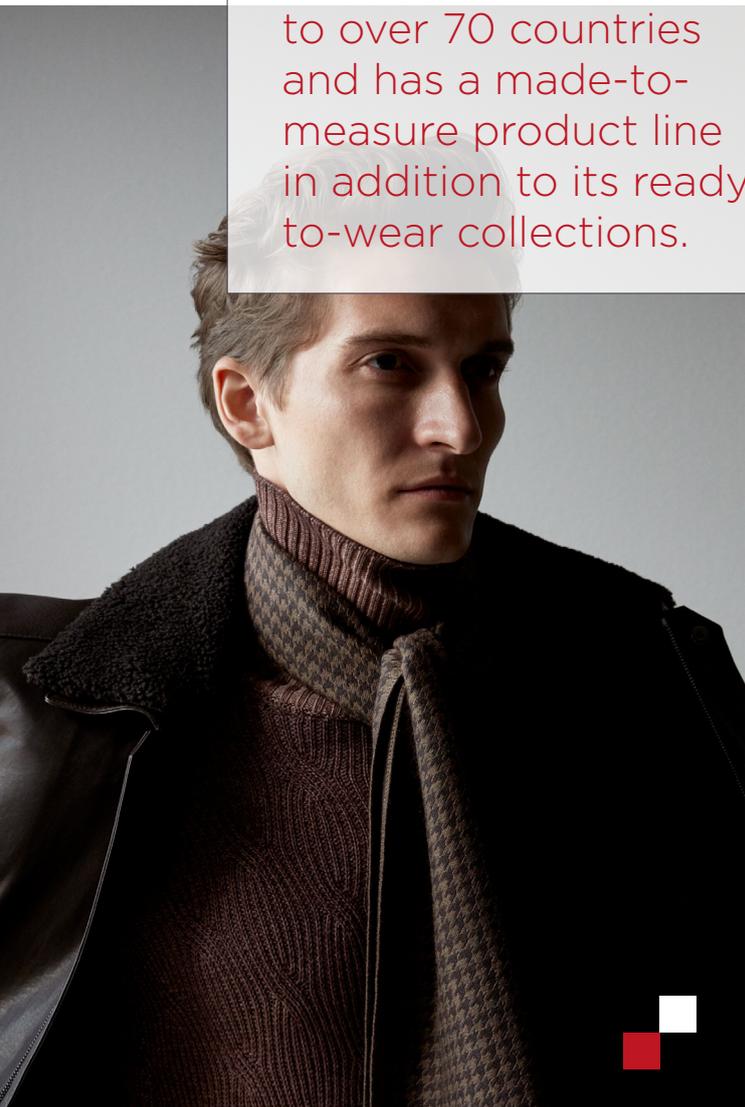
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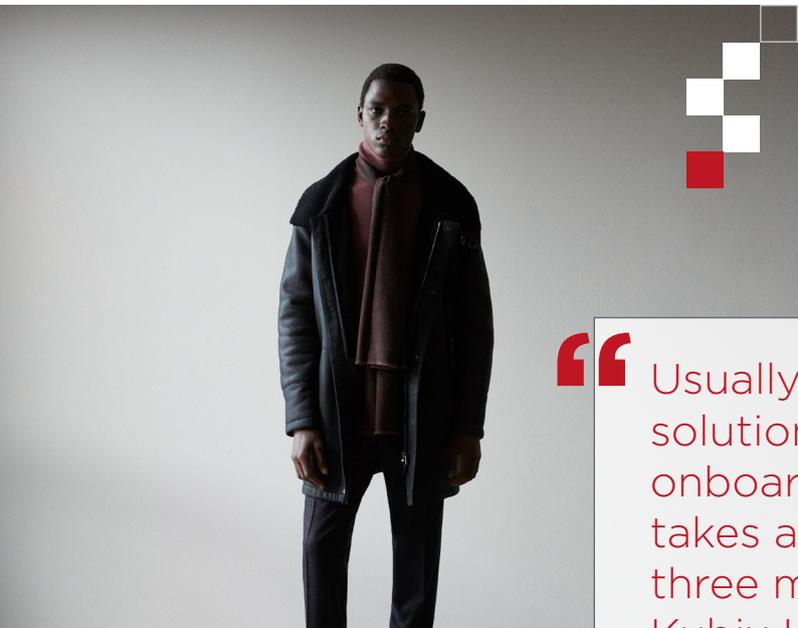


A company that takes pride in providing the perfect fit and material quality

Fashion trends may come and go, but one thing is certain: Corneliani will never compromise on quality and fit. “We want the best for our customers. Nowadays, as manufacturers have to produce larger volumes, many suits are fused with glue, which wears off over time. But what makes our suits different is that we still use canvas to give them structure. This prevents deformation and helps the suit adapt better to the body shape,” explains the product manager. While the company aimed to increase its production speed, they still wanted to retain the same level commitment to providing consumers with the best quality and fit.

That was when they identified Bill of Material (BOM) management as a pivotal step towards the right direction. “Our previous system only covered the design process. We were looking for a solution that could give us full visibility on both our manufacturing operations and product information library. We prioritized BOM as that’s where all our savoir-faire is stored. We have a huge product range, we sell millions of product mixes and so our BOM library was very complex, with many embedded automatic rules. As we always aim to provide the best material quality and fit to our customers, BOM management is the most important,” explains the CIO.





We can solve problems and make changes within seconds that will be communicated to the rest of the team in real time,” he attests. He also credits the tools for facilitating the onboarding process. “Usually, for other solutions, the onboarding process takes a minimum of three months. For

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The CIO recalls the implementation process as fuss-free, thanks to the ability to modify and extend the solution. “We have adapted the solution according to our everyday needs and can now access relevant information on the instant from

our smartphones and tablets. Because of this, we didn’t need to go through a lengthy implementation process,” he explains. He goes on to conclude, “With Kubix Link we’ve succeeded in combining tradition with innovation: we continue to produce high-quality garments using cutting-edge software platforms that enable us to share information in real time, guaranteeing the product’s final quality and ensuring smooth production flows.”

A modern solution for a modern company

Adopting Kubix Link seemed like a natural progression, as Corneliani was already a Lectra customer, using its marker-making, patternmaking and cutting room solutions on a daily basis. However, what really stood out to them about Kubix Link was its way of transforming complexity into simplicity. “What the solution is doing is very complex – it’s gathering and storing all BOM information coming from all design-to-production stages. Yet it manages to present information in the simplest and most organized way possible, like a Wikipedia page. All you have to do is search for the production order, and it generates the entire list of materials necessary to create the product. It’s a one-click action that makes it very easy to communicate with external suppliers,” says the CIO.

The product manager particularly enjoys communicating with his team members using Kubix Link’s social media-inspired tools. “Our communication has improved tremendously in terms of quantity and quality. Gone are the days when we had to go back and forth with Excel sheets and e-mails. Now we can chat as we normally do on social media platforms, referring to the same asset.



Longtime partners sharing the same long-term vision

Corneliani and Lectra go a long way back – they’ve been partners for more than thirty years, which cultivated a sense of trust between the two companies. “We share the same values. We both believe in continuous improvement. Our company always aims to innovate and push the boundaries, which Lectra does so well. Lectra’s solutions have never failed us - but Kubix Link is really one that is ahead of the curve. It’s so well-adapted to the way we live and communicate today. That’s why we could see the results so quickly. This solution is our stepping stone to Industry 4.0,” declares the CIO.

Corneliani plans to scale up its solution to include merchandise planning, given the success they’ve achieved and the positive enterprise-wide response to this new solution. With merchandise planning, they will be able to simulate cost scenarios for collections and make better-informed decisions on pricing. “It all boils down to this: ease of use. Kubix Link makes our lives easier as we don’t have to look for information and engage in tiresome email loops anymore. We can then focus on our tasks and speed up the production process. By scaling up Kubix Link, we will achieve two goals: to maintain our Italian savoir-faire with BOM, and manage costs with merchandise planning at the same time,” says the CIO.



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