



Pomellato

JEWELRY PRODUCTION MADE EASY: POMELLATO GOES DIGITAL WITH KUBIX LINK

Leading Italian luxury jeweler brings avant-garde designs to life quickly with PLM technology.

In the world of luxury jewelry, Pomellato is a brand known for continuously pushing boundaries. Not one to shy away from unconventional designs, the company has made a name for itself by pairing Italian goldsmithing techniques with colorful gemstone combinations. Even though the brand has a long history, it doesn't rest on its laurels. Pomellato constantly reinvents itself by staying ahead of its time, most recently by appointing popular style bloggers and influencers, such as Chiara Ferragni, as ambassadors.

Given the brand's excellent reputation, it came as no surprise when Pomellato joined the Kering Group in 2013. With the backing of this global luxury group, Pomellato sought to leverage the jewelry industry's rapid growth and expand its international presence by strengthening its position as a trendsetter.

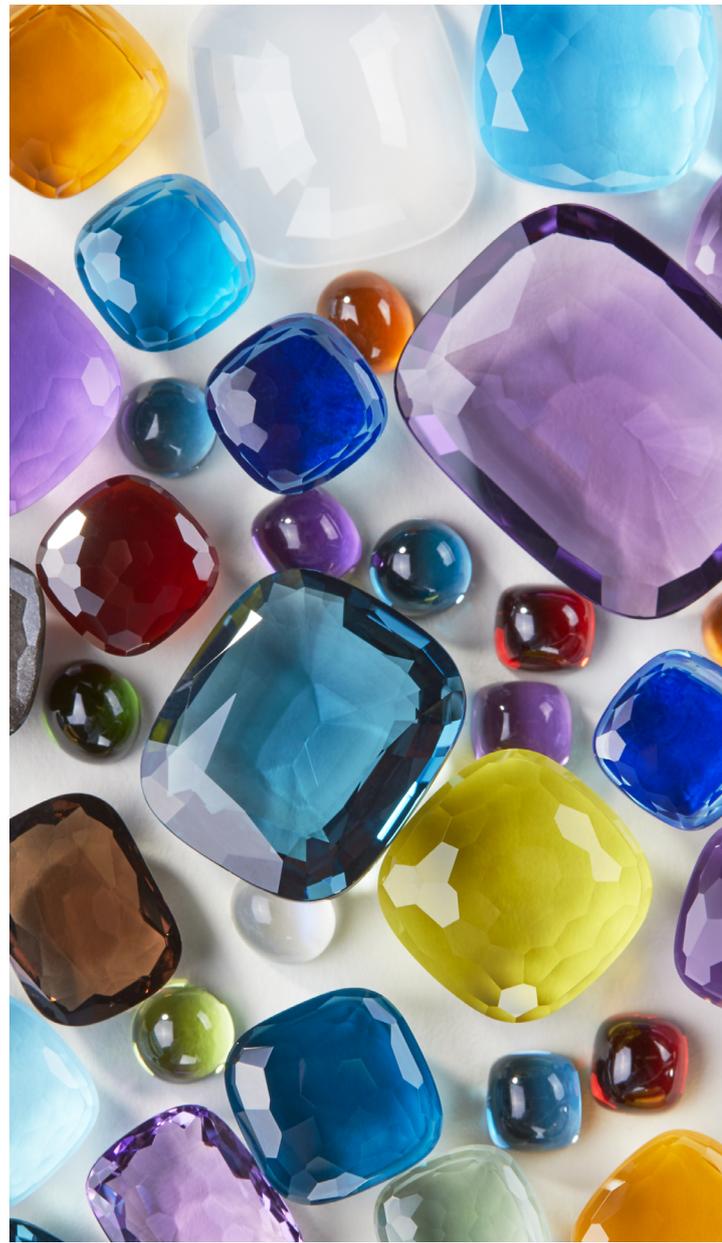
To achieve this objective, they aimed to transform cutting-edge designs into reality more quickly and efficiently without forgoing quality and comfort.

Pomellato, the leading luxury jeweler in Italy

Founded in 1967 by Pino Rabolini, Pomellato defied tradition by introducing the concept of ready-to-wear jewelry, the idea that it is no longer just a status symbol but an accessory to be worn at any time of the day. While other brands focused on traditional bands and chains with white diamonds, Pomellato carved out its signature style in the 1990s of setting sophisticated, microfused stone combinations into rose-gold bands and chains. This proved to be timeless, given the brand's success throughout the years.

A brand that puts design at the heart of the production process

Pomellato has always focused on craftsmanship and unique designs that require a significant amount of attention to detail and strong artisanal skills. While the creative process is usually the first and most crucial step in defining the brand's DNA, Pomellato also had to establish an effective product development process to transform these designs into reality and hit the market with the finished product quickly. This required improving collaboration from design to production by digitizing workflows, automating tasks, and limiting the number of reworks needed for each product.

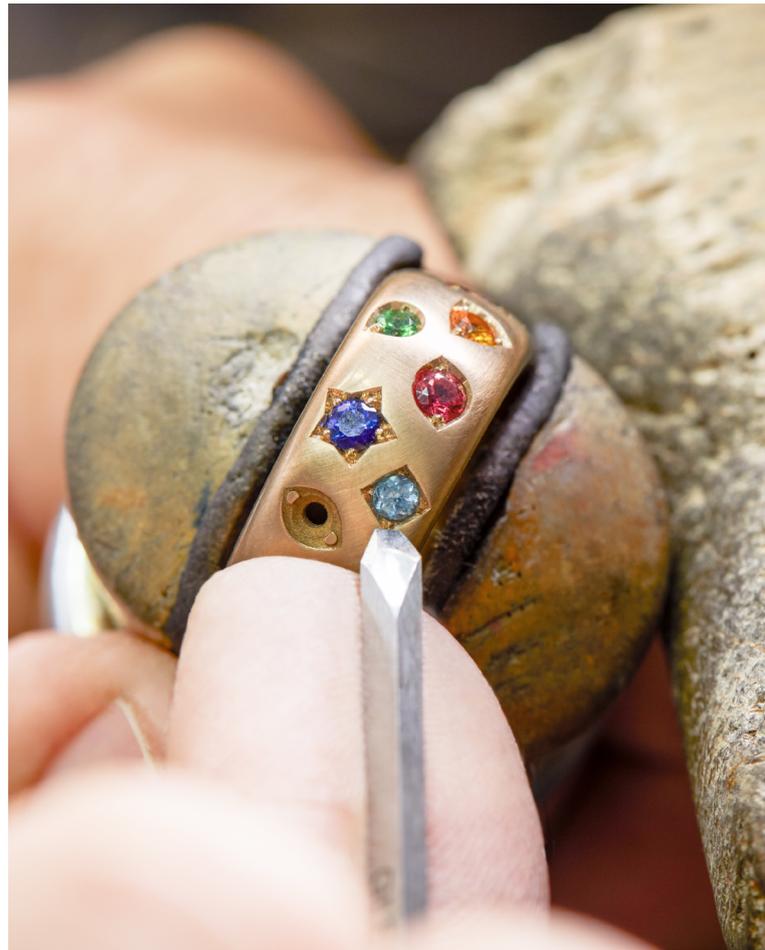


Investing in a solution that improves and accelerates decision-making

To overcome these challenges, Pomellato looked for a PLM system that could manage master data and the entire lifecycle for their wide product range, and integrate with their legacy systems such as ERP. It was essential for them to have clean and standardized master data to ensure that all team members were referring to and sharing the same, consistent information.

After researching on available solutions on the market, Mr. Michele Fioravanti, the IT Director of Pomellato, opted for Kubix Link. It met all his requirements, and more. It has proven to be the right choice over time.

The technology includes a collection plan module, which was specifically adapted to meet the needs of Pomellato to help them create more efficient workflows and manage the collection development process through specific KPI management and reporting tools. Thanks to the solution, his team has managed to build a bill of material (BOM) library that houses data on the gems, from point of purchase to the finished stone. This allows team members to keep track of the stones' finishing process and designers to work with those that are readily available.



Additionally, the entire team can enrich the master product data coming from their ERP system with images, technical notes and attachments, in one single archive so that everyone can refer to the same source of information and track changes in real time without opening other applications.

Most importantly, Kubix Link gives power to the users. As the platform is very intuitive and easy to understand, team members can gain expertise simply by just using the solution, without needing any major IT intervention. They can enter new data and create new documents within seconds, segment their information to give certain users the right to access and modify their data, and manage big updates by importing and exporting information from other systems in other formats.

All actors can clarify and solve issues instantly using social media-inspired chat logs to communicate. “Kubix Link is a highly intuitive platform which we can use to quickly enter values with just a few clicks. It also enables us to import documents and attachments easily and its messaging system facilitates communication. The interface is modern and the user experience is well-structured, information can be viewed in real time on any device,” attests Mr. Fioravanti.



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Managing the omni-channel retail experience with Kubix Link in the future

“When it comes to finding a new solution, every IT manager looks for one that meets the following criteria: ease of implementation, use, and maintenance. Kubix Link checks all these boxes. The onboarding process took only a week and users can be fully operational almost immediately. They are comfortable using Kubix Link, and that’s what we were looking for,” says Mr. Fioravanti. Given their satisfaction with Kubix Link, Pomellato is considering expanding the solution’s functional scope to include product information management (PIM) and digital asset management (DAM) technology as well.

This will allow them to manage, export and share product data with consumers via e-commerce websites and marketplaces in the required specifications and formats.

With PIM, DAM and PLM capabilities, Pomellato will be able to speed up their production process, and market their products to the world simultaneously. “We are confident that with both Kubix Link and Lectra’s expertise, we will be able to provide our consumers with both the perfect omni-channel experience and product.”Mr. Fioravanti is hopeful about the future of the Lectra-Pomellato partnership. “The results of this joint effort demonstrate the value of a strong synergy between a customer and its supplier. Lectra’s response to our challenges has been swift and sufficient. I see great potential in this partnership,” he says.



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DISCOVER KUBIX LINK'S ECOSYSTEM OF PLM, PIM, DAM AND MORE

[DOWNLOAD THE PRODUCT BROCHURE](#)

LEARN MORE ABOUT THE PLM IMPLEMENTATION PROCESS
E-GUIDE : "Missed Opportunity: How to Avoid 4 Common PLM Implementation Regrets"

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