

CUSTOMER STORY

AWWG



Pepe Jeans London, Spring-Summer 2023 Collection

LECTRA

We pioneer. You lead.

AWWG continues to leverage the digital transformation of its brands with

The global fashion group AWWG (All We Wear Group) is now using Lectra's collaborative platform to facilitate the sharing of product data between different teams, enabling them to manage collections and production cycles more efficiently.

AWWG incorporates the iconic brands **Pepe Jeans London**, **Hackett**, and **Façonnable**, and is also a distributor of **Calvin Klein** and **Tommy Hilfiger** in Spain and Portugal. As a global fashion group, AWWG has more than 4,500 employees and a distribution network of over 500 stores worldwide. Sustainability is a strategic priority for the organisation, forming an integral part of its business operations and supply chain management activities.



Pepe Jeans London, Spring-Summer 2023 Collection



The challenge

AWWG is committed to digitalisation as a key growth factor

AWWG aimed to drive a number of digital transformation initiatives to improve productivity and operational efficiency, and minimise its environmental impact. It was important for the company to find a **PLM solution** that would be adaptable to its three brands and internal processes, while continuing to comply with industry best practices.

With Lectra's product lifecycle management platform, Kubix Link PLM, the company is now able to gain visibility into the entire design-and-production process and centralise product information from multiple sources using a single application. AWWG has already implemented the solution for Pepe Jeans London and plans to do the same for Hackett and Façonnable in the near future.

This new partnership will allow AWWG to advance with its digitalisation strategy, in addition to the data-driven technology that the company is already using to simplify its processes for data analysis and to improve time management.



Lectra's response

Our solutions make it easy to embrace digital transformation. With Kubix Link PLM, each of the Group's brands, including all internal users and key suppliers engaged in the design and production process, are now able to share and centralise product information on one collaborative platform. Kubix Link PLM acts as a single source of truth for all product data, allowing AWWG to gain 360° visibility into its production processes, to optimise collection management, and to simplify production cycles to minimise costs, meet sustainability standards, and accelerate time-to-market. We are proud to assist AWWG in its digital transformation and Industry 4.0 transition.

Results

"Thanks to this agreement, the Group has given new impetus to its commitment to digitalisation as a key driver of growth. We now have an intelligent solution, using state-of-the-art technology, which significantly reduces the complexity of our product data and allows our product teams to work centrally on designing our collections."

Armand Griesdoorn,
VP Merchandising & Planning at AWWG

Faster data management:



"Implementing an efficient PLM solution significantly reduces the amount of time our teams spend on managing product information." — **Armand Griesdoorn.**

Easier team collaboration:

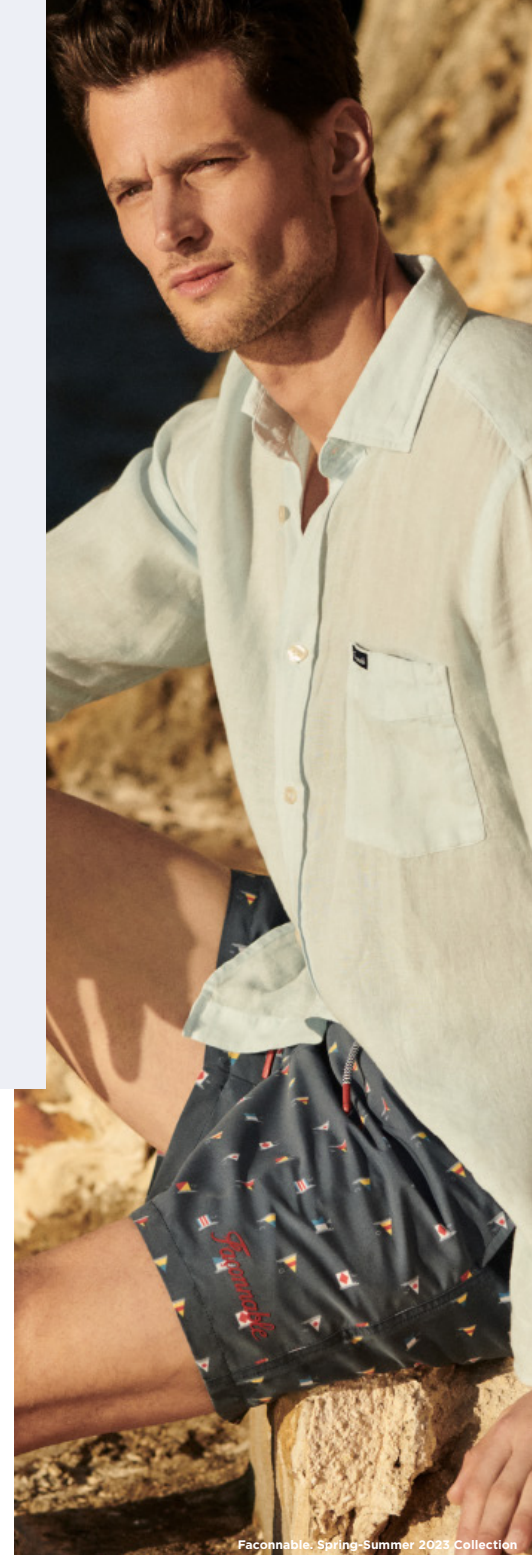


"Using a single platform for project management and communication enables different teams to work in collaboration, coordinate with each other better, and streamline workflows." — **Laura Azcutia,**
Former Digital Product Manager, AWWG.

Smarter process optimization:



"Streamlining our processes for data analysis allows us to improve time management and make data-driven decisions quickly and effectively." — **Armand Griesdoorn.**



Faconnable. Spring-Summer 2023 Collection

Why is AWWG using Kubix Link PLM to foster team collaboration?

To balance the competing demands of sustainability and profitability, **AWWG is working hand-in-hand with its partners on ethical** and transparent sourcing, and at the same time accelerating its product development to improve sales and product margins. Success in both endeavors depends on strong team collaboration and reliable data.

Kubix Link PLM promotes collaboration to assure information continuity across the logistics network, solving one of the fashion industry's vast and varied supply chain problems: information fragmentation. By providing a centralised platform where product teams can share and access critical product information, as well as collaborate on product designs and workflows in real-time while tracking changes and updates made by other team members, **Kubix Link PLM enables AWWG to achieve its business goals in a shorter time frame.**

Additionally, since Kubix Link PLM is hosted on the cloud and connects with existing ERP software, it allows users to access updated product data from anywhere in the world. **AWWG's teams can now work together seamlessly across different departments** and locations to make informed decisions and reduce errors at each phase of the product life cycle: creation, definition of technical specifications, cost estimates, marketing, etc.



Hackett London. Spring-Summer 2023 Collection

Lectra partnership

*“As part of AWWG’s digital transformation strategy to improve processes and boost sales, we decided to use **Kubix Link PLM** to reduce the time to market for our collections and publish product information on all sales channels simultaneously and quickly,» says Ivan Vender. **“The opportunities offered by Industry 4.0 are exciting,”** continues Ivan, “and we are pleased to have Lectra to help us implement the right tools and process improvements to achieve on-going success.”*

ABOUT

KUBIX LINK

Unique and endlessly adaptable ecosystem of PLM, DAM and more to consolidate, share and communicate all product-related data through a single funnel from their first sketch to online sales channels.

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