CONSUMER GOODS & RETAIL
MY COLLECTION
FOR FASHION
Industry Solution Experience

IF TIME-TO-MARKET IS A MEASURE OF SUCCESS, HOW DO YOU IMPROVE THE ODDS?

Changes in consumer habits are causing an upheaval in the fashion industry and brands and retailers must adapt if they want to survive. In the journey from concept to consumer, companies need to incorporate the voice of the consumer and supply chain knowledge into the design and development cycle; and they need the means to do so. Dassault Systèmes' **My Collection for Fashion** powered by the **3D**EXPERIENCE® platform provides brands and retailers with a new approach to collaborative innovation and helps them design the products consumers love while improving global efficiencies and speed to market by up to 50%. They take advantage of advanced design functionality and powerful social applications that capture the voice of the consumer at the earliest stages of the design process. They align product development, consumer demand and company strategy for bigger profits and a more robust and sustainable business.

WE ARE ALL BECOMING VISUAL PEOPLE

Consumer experiences are becoming the focal point of brand planning because experiences are bigger than products alone, and they drive the types of products brands will design. Delighting consumers is critical in today's evolving retail environment. Increasingly connected and technology-savvy, today's consumer can make and break trends at incredible speed. So fashion brands and vertical retailers must master both the consumer-oriented technologies and the creative side of product design if they are to win the race for market leadership.

Introducing My Collection

Dassault Systèmes My Collection for Fashion is an Industry Solution Experience enabling teams inside and outside a company to engage in social innovation, connected design, seamless collaboration and supply chain coordination.

My Design provides fashion designers with an environment that inspires creativity in 2D or 3D, while My Unified Development and Sourcing ensures secure and global access to a single version of the truth from design to delivery.

Model, visualize and simulate products and performance in 3D. Refine your assortments and use virtual prototypes to dramatically reduce the time and cost of physical samples.

Even leverage a virtual showroom to accelerate B2B sales. My Analytics' ground-breaking analytical tools enable fashion brands and retailers to combine internal and external sources of customers' demand and response for better business decisions on collection definition and inventory placement. My Collection for Fashion is scalable. You can apply solutions now to the critical process issues you want, and add more capabilities over time.

With My Collection for Fashion, brands & retailers can:

- Facilitate 24 x 7 global collaboration and eliminate up to 75% of non-value-added time

- Improve speed to market by 15% to 50%

- Streamline complex supply chains and generate direct product cost savings of 5-7%

- Improve visibility, flexibility and decision support at all levels of the company
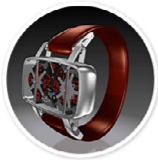
My Virtual Showroom
Merchandize products for presentation in a B2B environment designed to showcase the collection.

My Analytics
360° visibility to understand consumer demand and response. Get faster insights for faster decisions.

My Visual Assortment Planning
Use 3D to visualize the optimal line assortment to maximize appeal & profit.

My Collection

My Design
Delivering an environment that inspires creativity and collaboration

My 3D Model
Capture and simulate a realistic 3D representation of product & performance.

My Unified Development & Sourcing
Protecting the Brand Promise through a single version of the truth

Facilitate collaboration of global teams

From initial concepts through design, commercialization, manufacturing and all the way to the consumer, early insight combined with real-time end-to-end collaboration is critical to timely delivery of the products people will love. My Collection for Fashion provides a secure, unified, real-time environment to manage social innovation, product development, plus sourcing, costing and pre-production processes. It connects internal and external stakeholders to a 'single version of the truth'.

With this solution, fashion brands and vertical retailers can capture business intelligence from structured or unstructured data sources and benefit from real-time views of consumers, products and sales across all channels.

Improve efficiencies and speed to market

Lost reaction time can mean the difference between delivering to market on time or not. My Collection for Fashion enhances collaboration, speed and agility, and mitigates the risk of incorrect samples, bill of material errors, and late or failed product launches. Designers' creative process is preserved since they design with their familiar Adobe Illustrator tools yet benefit from updated material, color, trim, finish and other centralized and shared libraries from the earliest design stages. Sourcing teams and suppliers can cost and commercialize against the latest information cutting up to 75% of the time wasted searching for information and reducing product errors and launch delays. Teams spend less time chasing data and have more time to focus on creativity and innovation. Products are finalized and released to market faster.

Improve management of complex supply chains

To gain competitive advantage on quality, cost and delivery, many fashion companies are working with longer and more complex supply chains. They must communicate and manage all links with increased speed and efficiency to meet cost and delivery targets. Brand consistency and product quality is improved when design, development and sourcing teams work together in a secure environment, sharing real-time information. My Collection for Fashion also provides advanced sourcing and capacity planning to assign production based on vendor capacity and capabilities. Fashion brands and retailers see how well vendors meet expectations and reduce the risk of unplanned subcontracting to second-tier manufacturers that do not meet brand standards for product quality, or safety. Our solution gives materials sourcing teams visibility to planned consumption across brands and collections to leverage volume projections for greater savings and better differentiation between each line.

Improve visibility, flexibility and decision support at all levels of the company

Understanding consumers helps brands define and deliver winning experiences and products. The strategic value of this information is without question yet without the tools to access and analyze it, brands risk a trial and error process that can hurt their credibility and sales. With My Collection for Fashion, brands have a powerful and intuitive environment, the **3DEXPERIENCE®** platform, which provides them with a comprehensive picture of their business operations and a better understanding of their consumers. With real-time views of internal and external information on consumers, products and sales across channels, business leaders can make informed decisions and adapt their strategies to drive results.

Why consider Dassault Systèmes to support your fashion collection management?

Many of the best known and most successful fashion brands and retailers around the world rely on Dassault Systèmes' solutions to help them design, develop and deliver winning collections. Our customers have derived significant value using the My Collection for Fashion **3D**EXPERIENCE® solution to discover what consumers want, design and validate their collections, collaborate with their extended supply chains, and reduce time to market. In fact our fashion customers generated more than $100 billion in revenues in over 67,000 retail locations and 150 countries last year alone.

My Collection for Fashion provides an intuitive, unified navigational interface and social collaboration applications to build entire collections from "concept to consumer." Global design, development and sourcing teams can share ideas, collaborate on designs, and choose the right suppliers in a secure, shared environment."

The Power of the 3DEXPERIENCE® platform

The **3D**EXPERIENCE® platform connects people, ideas, data, and processes in a single solution so everyone, both inside and outside the enterprise, can work together to design great products that create memorable consumer experiences. Learn more about My Collection for Fashion at www.3ds.com/my-collection.

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Our **3D**EXPERIENCE® platform powers our brand applications, serving 12 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the **3D**EXPERIENCE® Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes' collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 170,000 customers of all sizes in all industries in more than 140 countries. For more information, visit **www.3ds.com**.

3DEXPERIENCE®

DASSAULT SYSTEMES | The **3D**EXPERIENCE® Company

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