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Customer Case Story

DirecTEX Adopts Infor Fashion PLM As Its Product Design, Development, & Collaboration Platform Implemented By ICCG.



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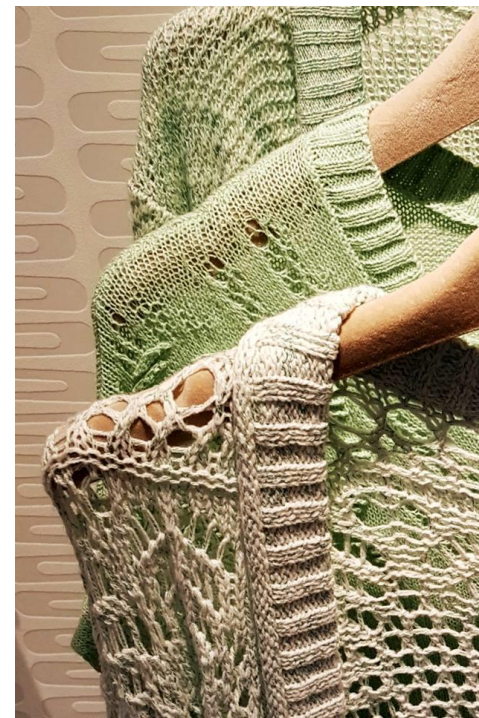
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Company Profile

DirecTEX is a leader in the sweater trend, design and manufacturing industry and specializes in offering innovative and fashion forward knit apparel designs for major and mid-size retailers.

Their design, merchandising and marketing teams, located in the US, Europe and Asia, diligently research the latest trends and business news from key fashion markets and retailers around the world. This information is used to give direction to their design and product development process and is provided to customers to assist in assortment planning and to facilitate business between retailers and their partner factories.



The domestic and international design teams at DirecTEX create seasonal sweater collections, as well as designs specifically for their customers' private labels. This includes yarn development, stitch and pattern creation along with silhouette design. DirecTex offers junior and missy collections under their own brands - "Ivy&ASH" and "Arpeggio Knitwear." And also welcomes collaboration with their customers to turn their design ideas into reality. In addition, DirecTex works closely with its manufacturing partners in Asia to ensure the designs created and manufactured to the quality and standards expectations of its customers.

To learn more, visit them on the web at www.directexknitwear.com



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Business Goals

- Reduce time to market for new designs.
- Create a repository of designs.
- Collaborate seamlessly & globally with designers.
- Reduce the sampling process and impact resultant sample inventory carrying cost.
- Collaborate with manufacturer overseas for product designs.

To address these compelling business needs, a complete **Product Life Cycle Management** solution built for Fashion designers was the way to go.

Infor Fashion PLM was selected after an evaluation of:

- Flex PLM from PTC
- Gerber PLM from Gerber Technologies

Solution

▶ [Infor Fashion PLM](#)



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Business Outcomes

- Introduced a seamless, integrated process for product design.
- Replaced spreadsheets, access databases, and all manual processes that eliminated duplication of data entry.
- Enabled quality collaboration between all designers in the US, Europe, and Asia.
- Reduction in time required to create new designs leveraging the vault.

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“We selected [Infor Fashion PLM](#) and ICCG, Inc., as the solution provider and implementation partner as they presented a flexible and robust solution to address our needs and worked diligently with our IT provider and design staff to make our plan become a reality. They listened and responded to any questions or concerns we had in a timely and professional way.”

Charleen Baller

Founder & President – DirecTex

www.directexknitwear.com