



CASE STUDY

Loro Piana

INFORMATION AT A MOUSE CLICK: TIME FOR TXT PRODUCT DATA MANAGEMENT

VALUE OPPORTUNITIES

- *COLLECTION PROCESS SUPPORT FROM PROTOTYPING TO PRODUCTION*
- *RATIONAL PRODUCT DATA ACCESS AND SHARING*
- *MANAGEMENT OF MASTER DATA AND BILLS OF MATERIALS*
- *MANAGEMENT OF WORKSHEETS*
- *INTEGRATION WITH THE CORPORATE ERP SYSTEM*

TXT E-SOLUTIONS RESPONSE

- *PRODUCT DATA MANAGEMENT (MODEL FORM)*

RESULTS

- *IMPROVED DATA QUALITY: UNIVOCAL AND CERTIFIED DATA*
- *IMPROVED DATA RESPONSE: REDUCED DATA COLLECTION TIMES AND ELIMINATION OF PAPERWORK*
- *DATA RECORDING AND AVAILABILITY OF A STRUCTURED, EASY-TO-SHARE CORPORATE DATA ARCHIVE*
- *IMPROVED WORK ORGANIZATION AND MORE EFFECTIVE PRODUCT PROGRESS MANAGEMENT*

COMPANY PROFILE

Loro Piana's secret is quality. Founded in 1924, the company is now a leading international luxury fabric manufacturer. After integrating the activities downstream of the supply chain down to the finished product, the company now has a distribution network of 64 sales outlets around the world, including own and franchised stores, as well as floor space in the most prestigious US, Japanese and Korean department stores. The distribution network is complemented by a selected number of high profile multibrand stores. The turnover is in constant growth and approximately 60% is produced beyond its national borders: in Europe, United States and the Far East.

SUPPLY CHAIN CONTEXT

Style is of huge importance to Loro Piana. Style, taste and creativity make its production unique. The creative process follows a sequence of refinement steps. It starts with the "idea" of the product, supported by sketches or drafts. This idea is then reviewed and selected to become part of a new collection. The next phase is the preparation of the first styles and

samples and, in the end, of the product as such. Across these phases, the ability to organize and share all information regarding the product is of utmost importance. Data is a resource to be accurately managed and distributed. It is the starting point for successful communication, enhanced market responsiveness and easier operational and decision-making processes.

THE CHALLENGE OF LORO PIANA

Facing such challenges, in November 2002 Loro Piana decided to adopt a Product Data Management solution to be used starting from the new 2003 season. To consolidate its position as an innovator, the company wanted to overcome the limitations of "pencil and paper" product data management, that led to a waste of time in searching data, to data duplication and to the proliferation of unstructured documents and information. After evaluating a number of alternatives, Loro Piana decided to adopt TXT's Product Data Management solution - (more precisely) the Model Form software product. At that time, Model Form belonged to Program, a company specialized in PDM solutions for the

"Via the Model Form solution we manage technical worksheets and master data, with benefits in terms of data cleanliness, certification and univocal identification. But that's not all. We also get benefits in job organization. Today we have a database containing all product data, with easy access and search by all users."

Andrea Dasi, Finished Product Systems Data Manager - Loro Piana

fashion market and acquired by TXT in 2003. Model Form is now fully integrated with the TXT's Demand & Supply Chain Management software suite, in order to provide an all-round product lifecycle management solution in fashion: from the idea down to delivery.

WHY TXT?

The Model Form solution was chosen for its efficiency, ease of use and strong integration with ERP systems. Furthermore, fashion references have played an important role, confirming the consolidated know-how of the company in this sector.

THE SOLUTION

Especially developed for fashion companies – apparel, underwear, footwear, leather goods, watches and accessories – the Model Form solution enables Loro Piana to manage production and sample technical worksheets and to easily customize them for different

categories of articles and styles. The technical worksheet header contains identifiers for the style and additional data such as colorways and available grading rules. Furthermore, a configurable list of frames provides a description of all construction and process aspects (including top-stitching, assembly, accessories). Via Model Form, Loro Piana manages styles master data: raw materials, finished products, bill of materials, work cycles. The solution generates the codes for raw materials and finished products and then migrates them to the corporate ERP.

All product-related data are stored and structured into the Model Form database, that is able to record the whole company design and production portfolio. Today, after five seasons, Model Form manages over 20,000 codes with all master data related. The solution operates on a stand-alone or network system, where different users can access the product data according to their specific profiles. Therefore, all necessary corporate data

are just one click away for dozens of users. The Access to information, that once was a lengthy process requiring time-consuming retrieval of printed documents, can now be carried out in just a few seconds.

Furthermore, of great importance to Loro Piana are the benefits achieved in terms of data cleanliness, certification and univocal identification. Thanks to the recording of all product-related data and constructional aspects, the solution has also contributed to an improved job organization and an even more efficient job progress management, establishing a more controlled, visible and secure process, from prototype creation to production.

For the near future, Loro Piana is assessing the integration of Model Form with the new corporate CAD system (for immediate visibility and availability of images and designs) as well as the implementation of the catalogue management functions of the PDM solution.