

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 historicization and availability of a structured, easy-to-share corporate data archive*
- *Improved work organization and more effective product progress management*

Corporate profile

The Loro Piana secret is quality. Founded in 1924, the company is now a leading reference in the international luxury fabric production industry. After integrating downstream activities to the finished-product, the company now has a distribution network of 64 sales outlets worldwide including own stores, franchises and floor space in the most prestigious US, Japanese and Korean department stores.

The distribution network is completed by a selected number of high profile multibrand stores. The turnover is in constant growth and around 60% is produced beyond its national borders: in Europe, United States and the Far East.

The operational context

Style is of enormous importance to Loro Piana. Style, taste and creativity are the elements that render its production unique. The creative process proceeds by refinement steps, commencing with the "idea" of the product, supported by sketches or drafts, then reviewed and selected to form part of a new collection.

From the creative phase, the process proceeds with the preparation of first samples and models, to the realization of the finished product. In all of these phases, the ability to organize and share all information regarding the product is of fundamental importance.

Careful management of the "data resource" and making it available when is needed is important for communications, for reduced market response times and to facilitate operational and decision-making processes.

The Loro Piana challenge

As a response to this type of requirement, in November 2002, Loro Piana decided to adopt a Product Data Management solution, applicable from the new 2003 season. The aim of the company, with its strong innovative character, is to overcome the limitations of "paper-based" product data management: lengthy data search times and also duplication and proliferation of unstructured documents and data. After assessing a number of alternatives, the choice fell to the TXT Product Data Management solution and, more precisely, the Model Form software product. At the time offered by Program – a company specialized in PDM solutions for the fashion market and acquired by TXT in 2003 – the application now integrates with all TXT Demand&Supply Chain Management solutions, for total management of the fashion product life cycle: from idea to delivery.

Why Model Form?

The Model Form solution was chosen on the basis of 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.

Loro Piana

The solution

Especially developed for fashion companies – clothing, underwear, footwear, leather goods, watches and accessories – the Model Form solution allows Loro Piana to manage technical production and sample worksheets, easily customized for different items and styles categories.

The technical worksheet header contains identifiers for the style and additional data such as the colorways and available grading rules. A configurable list of frames instead allows 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 raw material and finished product codes are created in the solution and then migrated to the corporate ERP. All product-related data is therefore organized in a database structure able to memorize the entire design and production portfolio of the company.

Today, after five seasons, Model Form manages over 20,000 codes with all related master data. The solution operates on a stand-alone or network system, where different users may access the product data according to their specific profile. Therefore all necessary corporate data is just one click away for dozens of users.

Data access has reduced from a lengthy process, linked before to data search in printed format, to 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 historicization of all product-related data and constructional aspects, the solution has also contributed to an improved work organization and an even more efficient work progress management, establishing a more controlled, visible and secure process, from creation of the prototype to production. For the near future Loro Piana is assessing the integration of Model Form with the new corporate CAD system (to allow immediate visibility and availability of images and designs) as well as the enablement of the catalogue management functions of the PDM solution.

“Via the Model Form solution we manage technical worksheets and master data, with benefits achieved in terms of data cleanliness, certification and univocity. And not only. Benefits are also felt in work organization. Today we have a database containing all the product data, with easy access and consultation by all users.”

Andrea Dasi - Finished Product Systems Data Manager, Loro Piana