



PRESS RELEASE
London, 12th October, 2009

**Desigual implements PLM with TXT e-solutions
to support strong growth**

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TXT e-solutions, a leading player in demand & supply chain management solutions announces that Desigual, a Spanish company on the forefront of the international fashion landscape has selected Product Lifecycle Management (PLM) from the TXTPERFORM2008 SCM suite as its enterprise-wide PLM solution.

Specifically, Desigual will use TXTPERFORM2008 to support all aspects of the collection lifecycle from concept to shelf, including product data management (PDM), with web access to the PDM database by manufacturing partners and suppliers, collection and demand planning, assortment and allocation management and replenishment planning for all stores.

With the motto "Desigual is not the same" and with its unique fresh and informal street-wear design, Desigual shows sustained annual growth of 50%. The Desigual brand is sold with a multi-channel retailing approach in more than 4,000 outlets worldwide.

Desigual's extraordinary expansion made it of utmost importance to have a single system that could manage an entire collection lifecycle across all of their international operations whilst taking into account all of the associated data. TXTPERFORM2008 answers this need by providing a single solution that encompasses all PLM functionalities, going beyond design to all aspects of collection and supply chain planning, including the ability for all stakeholders to share one set of data. It adds further value by integrating workflow and performance management capabilities, thus enhancing the control and responsiveness of the process as a whole.

Jose Luis Diaz, IT Director at Desigual comments: "The context in which we operate means we are constantly renewing collections, the combination of this with the growth we are experiencing has resulted in an increased complexity of both workflows and information management. We selected TXTPERFORM2008 because it integrates all PLM processes into one solution with rich fashion specific capabilities."



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According to Manel Jadraque, Product and Operations Director at Desigual: "Constant interaction with new stakeholders across the value chain requires the planning and creativity phases to be strongly connected, in addition the supply chain including replenishment operations must be extremely agile to sustain the rhythms of fast innovation across an international and multi-channel context. We believe that TXTPERFORM2008's end-to-end approach to PLM will help us increase planning accuracy as well as better connect people, information and processes throughout the whole collection lifecycle, thus having a positive impact on efficiency and time to market."

"We are proud to count Desigual as a customer and feel that TXTPERFORM2008 is the right solution to support their complex requirements and global operations." said Natalia Fernandez, TXT Sales Director in Spain. "The challenges facing fashion companies today mean there is a constant need to be responsive to market whilst driving strong innovation; Desigual recognized the potential of PLM as a strategic process to boost speed, coordinate operations and reduce overall product related costs and this will certainly represent a differentiator for them. We are delighted to support Desigual on this journey through both our solution and experience of best practices within the fashion sector."

ABOUT TXT GROUP

***TXT e-solutions** is an international software products and solutions vendor and leader in "Strategic Enterprise Solutions" in the industrial and media sectors. The principal business areas in which it operates are Demand & Supply Chain Management (DSCM) with TXT Perform offer and Media & Channel Integration with TXT Polymedia company (100% subsidiary); advanced software systems for the Aerospace & Defence and Banking & Finance industries with the TXT Next offer. The company is listed on the Star segment of the Italian Stock Exchange (TXT IM). TXT has approximately 600 employees. The Company has headquarters in Milan, with offices throughout Italy, in Paris, Lyon, Barcelona, Chemnitz (Dresden), Halle (Leipzig), Bussum, London, Wynyard and New York.*

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