

Time to Market

Omnichannel

**Digital Shelf
Analysis**

**Digital Product
Passport**



Centric PXM

Product Experience in Fashion & Luxury



Fashion Product Experience Manager

Centric PXM: a Single Hub to Create, Distribute, and Elevate Products Across Every Channel

Introduzione

Fashion and luxury companies operate in an extremely dynamic environment: collections change continuously, consumers are increasingly digital and demanding, and global competition requires both speed and precision. In this context, managing thousands of product details manually — from descriptions and technical specifications to photos, prices, and translations — and keeping them consistent across dozens of channels (e-commerce, physical stores, marketplaces, social media, catalogs) becomes unsustainable. This is where an integrated approach combining **Product Information Management (PIM)** and **Product Experience Management (PXM)** makes the difference. Implementing an end-to-end platform — encompassing **Product Information, DAM, Digital Shelf Analytics, and Syndication** — such as **Centric PXM**, means equipping the brand with a **centralized product data hub** that orchestrates all merchandising and marketing activities connected to the product. The result is **tangible business impact**: faster time-to-market for new collections, consistent brand identity across all touchpoints, fewer errors and returns, and the ability to deliver **personalized, omnichannel customer experiences** with seamless efficiency. Moreover, **Centric PXM** enables brands to stay ahead of growing **compliance challenges** (such as the new **Digital Product Passport regulations**) and to embrace **sustainability with transparency**. The following sections outline these **strategic advantages**, supported by **industry insights and real-world examples**, highlighting both the **ROI** and the **strategic urgency** of adopting this approach in the fashion industry.

Faster Time-to-Market

In fashion, **speed is everything**: the ability to launch new products and collections quickly allows brands to seize emerging trends and outpace competitors. An advanced **Product Information Management** and **Experience Management** solution centralizes all product data and streamlines enrichment and distribution processes, dramatically accelerating **time-to-market**. These tools eliminate common bottlenecks — such as endless Excel file exchanges between departments or multiple manual website updates. Once product data is entered into the central system, it instantly becomes available across all channels. Parallel workflows (e.g., copywriting, translation, photography) can proceed faster thanks to automation and structured approval processes, reducing downtime and inefficiencies.

A concrete example comes from **Lacoste**: after adopting **Centric PXM**, the brand shortened its catalog update cycle from several months to just a few weeks. Previously, creating or updating product sheets for all global platforms was a months-long process; after implementation, the same process takes only **2–3 weeks**, thanks to streamlined workflows and global content reuse. This has enabled greater agility in launching new product lines and responding to market demands in near real time.

In general, companies that adopt such systems experience **significantly faster commercialization cycles** because the platform orchestrates every preparatory step — from data upload and internal approval to simultaneous publishing across online and physical stores (and even to indirect retail networks). In today's fast-moving fashion landscape, where trends can appear and fade within a single season, having the right product on the market at the right time determines success or failure. Accelerating time-to-market also means **better use of internal resources** — less time spent on repetitive manual tasks and more time for creativity and strategy — and **greater revenue potential**, thanks to the ability to sell earlier and more efficiently. In short, **speeding up go-to-market processes** through a solution like **Centric PXM** is a **critical competitive advantage** for modern fashion brands.

Executive Summary

*In the fashion and luxury industry, product data management has become as strategic as creativity itself. Seasonal collections, size and color variations, global markets, and multi-channel distribution demand robust data governance and seamless orchestration. **Centric PXM (Product Experience Management)** enables fashion brands to transform data complexity into a **competitive advantage**, by unifying in a single platform the management of **Product Information, Digital Assets, Digital Shelf Analytics, and Syndication**.*

*The adoption of **Centric PXM** delivers tangible benefits:*

Speed — Accelerates time-to-market for new collections through automated workflows and centralized data.

Consistency — Ensures unified messaging, imagery, and attributes across e-commerce, retail, marketplaces, and catalogs, reducing errors and returns.

Experience — Enables product storytelling and personalized content across every channel, increasing engagement and customer loyalty.

Scalability — Supports omnichannel and international growth by simplifying the management of languages, currencies, and local requirements.

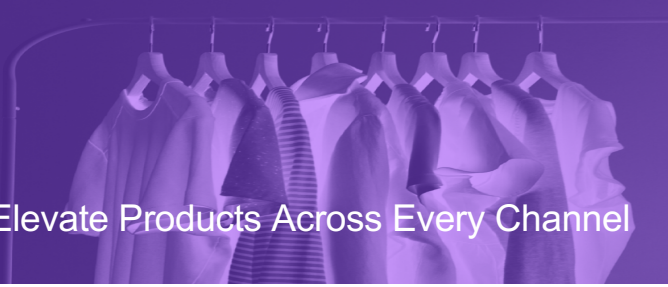
Compliance & Sustainability — Prepares brands for emerging European regulations such as the **Digital Product Passport (DPP)** by collecting all data on materials, certifications, production characteristics, and after-sales instructions in a transparent and traceable way.

*With **Centric PXM**, companies enhance not only operational efficiency but also **brand equity**, creating consistent, verifiable, and sustainable product experiences.*

*By integrating **PIM** within the **PXM** model, Centric enables a **strategic, not just technological, transformation**: putting the product at the center means orchestrating data, processes, and channels to create **measurable value in every customer interaction**.*

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Channel Consistency: Fashion and Luxury Strategic Imperative

In the **fashion and luxury industries**, where brand identity — its story, values, and tone of voice — represents a major part of perceived value, maintaining **consistency across all channels** is essential. **Centric PXM** ensures that every product detail communicated to the public is **aligned and up to date everywhere** — from the hangtag in a boutique to the product description on the website and the data feed sent to retail partners. Maintaining this consistency manually is nearly impossible: a single price or material update in a catalog, if not replicated across every site or list, can lead to discrepancies and confusion. With **Centric PXM**, each update is made once in the centralized platform and automatically propagated to all connected touchpoints, **eliminating discrepancies and misalignments** across digital and physical channels. Beyond consistency, **Centric PXM drastically reduces human error**. Many product page mistakes — typos, missing information, wrong images — stem from repetitive manual entry into different systems. By centralizing and automating product information, Centric PXM minimizes these risks. Instead of copy-pasting a description across five sites (and introducing potential inconsistencies), teams enter it once into the platform, ensuring **accuracy, completeness, and uniformity**. Even last-minute edits — a name change, a certification update — are securely distributed across all channels, preventing outdated data from remaining live anywhere. Reliable data translates directly into **greater customer trust**. When information is consistent and accurate across every channel, it reinforces credibility and strengthens the brand's image. Conversely, inconsistencies — such as two official sites listing different specs for the same item — can confuse or frustrate customers. In the **B2B context**, precision is just as vital: retailers and distributors receive complete, error-free product feeds, which improves collaboration and reduces disputes or returns caused by incorrect product data. In short, **Centric PXM enables brands to speak with one voice**. The same attributes, storytelling, and visual assets are distributed everywhere — adapted to context but never contradictory. This ensures a **cohesive, high-quality brand experience** aligned with the desired positioning. Operationally, it means lower costs from fewer corrections, fewer returns due to data errors, and less time spent on manual consistency checks. In product data management, the rule always holds: *"Garbage in, garbage out."* With **Centric PXM**, what reaches the market is always *gold — never garbage*.

Personalized and Engaging User Experiences

Today's customers expect **tailored digital experiences** — they want to quickly find what fits their style and feel truly understood by the brand. In the **fashion industry**, that means personalized product recommendations, communication aligned with their interests, and content that evokes emotion. **Centric PXM** plays a decisive role in enabling this level of personalization by providing **rich, structured product data** that fuels recommendation engines and personalization platforms. Through integrations with **CRM, CDP (Customer Data Platforms)**, or AI-powered recommendation engines, Centric PXM exposes detailed product attributes — from category and material to color palette, style, or use occasion — empowering algorithms to deliver more precise suggestions. For instance, if a customer frequently buys beige linen dresses, the AI can automatically propose new items with similar characteristics, drawing from a curated, attribute-rich catalog. Without such a data foundation, recommendations remain generic and uninspired. With **Centric PXM**, detail becomes differentiation: customers can browse by "floral print" or "'70s mood" because those dimensions are captured and structured within the system — creating a **smarter, more satisfying shopping journey**. Beyond personalization, Centric PXM allows brands to **adapt experiences by channel or audience segment** while maintaining brand consistency. A luxury fashion house might use rich storytelling and long-form descriptions on its main e-commerce site but shorter, more visual content for a mobile-first, Gen Z audience. With Centric PXM, this flexibility is seamless: the **core tone of voice and brand identity remain intact**, but presentation adjusts dynamically to the context. VIP clients or loyalty members can even receive **exclusive product content or personalized thank-you messages**, all managed centrally within the platform. In the fashion world, emotion is everything. Consumers don't just buy garments — they buy into the **stories behind them**. Centric PXM empowers content teams to build these **rich product narratives**: who designed the piece, what inspired the collection, how artisans crafted the details. By combining factual data with storytelling, brands create emotional connections that foster **deeper customer loyalty**. In fact, companies leveraging platforms like Centric PXM to share authentic product



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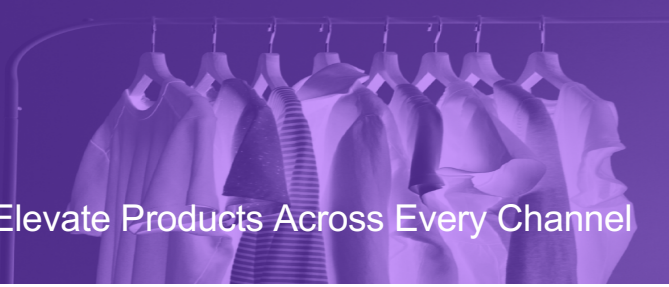
stories consistently see higher engagement and trust — because customers perceive **coherence, transparency, and authenticity** in every message. In conclusion, while Centric PXM might appear to focus on data, it is in fact a **powerful enabler of premium customer experience**. It blends **scalable personalization** — ensuring every shopper sees content relevant to them — with **brand-driven engagement**, where every touchpoint expresses the brand's essence. In today's omnichannel landscape, the ability to *“speak to the right customer, in the right way, at the right time”* is what separates **the winning fashion brands** from the rest.

Omnichannel Support and Global Scalability

Another core benefit of **Centric PXM** for fashion and luxury brands is its ability to efficiently manage an **omnichannel presence on a global scale**. Today's consumers interact with brands through multiple touchpoints — from physical stores to apps, from social media to online marketplaces — expecting a **consistent and seamless experience** everywhere. This creates enormous operational challenges: brands must prepare and maintain product content in multiple formats, for different platforms and often in multiple languages. Without a centralized platform, teams end up duplicating efforts on every channel, increasing both costs and the risk of errors. Industry studies show that manual product listing management across marketplaces frequently leads to mistakes (wrong sizes, missing descriptions, corrupted images) and forces brands to dedicate a full-time resource to each major marketplace. By implementing **Centric PXM**, companies create a **single centralized hub** that feeds every channel automatically. The platform acts as a **“single source of truth”** for product data, making expansion into new channels faster and error-free: the necessary data are already structured and ready to be exported in the required formats. For instance, if a brand decides to open a new store on a local e-commerce platform, it simply maps that platform's attributes to the existing PXM fields and exports the feed — **no need to manually edit thousands of product sheets**. Channel onboarding becomes faster, scalable, and cost-efficient, allowing companies to pursue new market opportunities without linear increases in workload. **Centric PXM ensures true omnichannel consistency**: every platform — online or offline — displays the same, always up-to-date information, tailored to its format. This enhances the customer experience. Imagine a shopper comparing a product seen in-store with the one found online — with Centric PXM, they'll find matching descriptions, visuals, and pricing, moving smoothly across channels without confusion. Internally, teams no longer manage multiple disconnected data flows; they simply update the central platform, confident that every connected channel will automatically receive the correct content. This scalable approach is proven in real-world scenarios: **Lacoste**, for example, manages product information for over **10,000 sales channels in 120 countries** through **Centric PXM**. This vast distribution network — spanning owned stores, partner shops, websites, and marketplaces — would be impossible to coordinate manually. Thanks to PXM, Lacoste maintains centralized control while driving global omnichannel expansion, ensuring a **consistent brand experience worldwide**. Another area where **Centric PXM** delivers strong omnichannel support is in **marketplace management**. Each marketplace (Amazon, Zalando, Farfetch, etc.) imposes its own set of data requirements (specific attributes, image formats, taxonomies) and often uses different upload interfaces. Without integration, teams must manually publish and update listings one by one — a time-consuming, error-prone process. With **Centric PXM's marketplace connectors**, brands use a unified technical interface: data entered once into the PXM are automatically converted and transmitted to all connected marketplaces, adapting to each platform's evolving specifications. If a marketplace adds a new mandatory field, the PXM can be configured to populate it automatically, **eliminating manual intervention**. This not only saves resources (entire marketplace teams can be reallocated) but also reduces update times and maintains **brand integrity** — ensuring that product information is accurate and consistent across every external channel. Finally, **global scalability** is built into Centric PXM's architecture. The platform easily supports catalog expansion and international market entry. When a company launches a new line (e.g., a clothing brand adding accessories or fragrances), the system can accommodate new categories by simply extending the data model — no need to rebuild databases or workflows. Likewise, entering a new geography requires adding a language and activating the built-in

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translation layer rather than rebuilding information structures from scratch.

This elasticity ensures that the information system **accelerates growth rather than limiting it**, empowering brands to scale confidently, maintain consistency, and deliver a unified experience to customers around the world.

Compliance (DPP) and Sustainability

In recent years, the **fashion industry** has faced a dual transformation. On one side, **regulations and compliance standards** have expanded — requiring brands to provide greater transparency and traceability (with the **EU Digital Product Passport** as the most notable example). On the other, there's increasing pressure — both from institutions and consumers — to embrace **sustainability and circular economy principles**, with brands expected to communicate their **environmental and social impact** clearly. A **Centric PXM** implementation becomes a **strategic ally** in this context, helping to consolidate the data required for compliance and bring order to complex, fragmented information.

Digital Product Passport (DPP):

The European Union will gradually introduce the requirement for a digital passport for textiles (and other sectors), consisting of a **standardized dataset** containing detailed information on each product's lifecycle — from materials used and production sites to recycling instructions. For fashion brands, this means collecting an unprecedented amount of data from diverse suppliers and presenting it in a structured, verifiable format. Attempting this manually would be nearly impossible: siloed data and disconnected processes prevent a unified view.

Centric PXM eliminates these silos, centralizing and structuring data to prepare the company for the **rigorous requirements of the DPP**. The platform enables brands to collect all the necessary attributes — fiber type, recycled material percentage, country of sewing, environmental certifications (OEKO-TEX, GRS, etc.) — and enrich every product record accordingly.

Dedicated compliance templates can be configured, such as a “**Sustainability and Traceability**” section for each product, covering every DPP data point. Thus, when the time comes to generate the **digital passport (represented by a scannable QR code)**, all the data will already be validated and ready. Centric PXM also supports **alignment with international standards** like GS1, ensuring DPP data is interoperable and readable across systems.

In short, **investing now in Centric PXM** positions brands ahead of upcoming regulatory deadlines — transforming compliance from a burden into an **opportunity to improve internal processes and data quality**.

Transparency and Consumer Trust:

Sustainability is no longer driven only by regulation — **consumers themselves are demanding it**. New generations are highly conscious of the environmental and ethical impact of what they buy. In fashion, over **50% of Millennials**, nearly as many **Gen Z**, and a significant share of **Boomers** actively research product origins and sustainability before purchase. This marks a **paradigm shift**: it's no longer enough to claim “high quality” — brands must **prove it with accessible, verifiable data**.

Centric PXM helps brands do exactly this. By consolidating all relevant data — marketing descriptions, materials, certifications, recycling instructions, and lab test results — in a single place, brands can easily **publish transparent information across every channel**.

On an e-commerce site, for instance, a “**Sustainability**” tab can be populated directly from PXM fields; in-store, QR codes can reveal a product's **digital identity card**. This level of transparency not only fulfills regulatory obligations but also **builds trust**: consumers see that the brand has nothing to hide and actively shares detailed information.

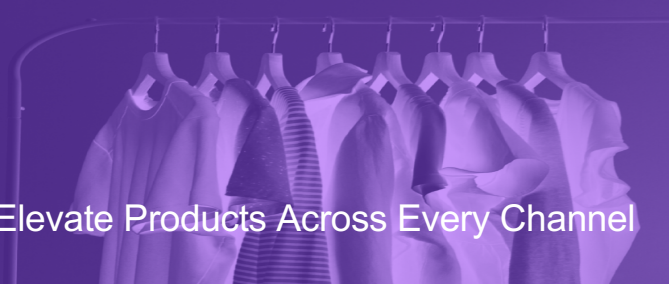
Moreover, structured data makes sustainability claims more **credible and measurable**, countering greenwashing. Brands can turn compliance into **storytelling** — e.g., “*This denim reduced water use by 30% compared to the industry average, as recorded in our product data sheet*”. Within Centric PXM, this information can be stored as numeric attributes and displayed automatically. Brands that lead in transparency will gain a **distinct competitive edge** as conscious consumption continues to grow.

Efficiency and Waste Reduction:

Adopting **Centric PXM** also generates **operational sustainability benefits**. One key area is the **reduction**

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of returns — a major source of waste in fashion. Many returns stem from mismatched expectations: wrong sizing, color discrepancies, or inaccurate product descriptions. Providing detailed, accurate information (e.g., precise size charts, realistic images, honest fit descriptions) reduces these mismatches. With Centric PXM managing this data centrally, brands can ensure **fewer returns**, meaning less packaging waste, fewer shipments, and lower environmental impact — alongside significant cost savings.

Centralized product data management also reduces **internal inefficiencies and inventory waste**. Products often remain unsold simply because they weren't published or updated on time. A streamlined PXM-driven workflow ensures every item gets **maximum visibility across all channels**, increasing sell-through rates and reducing obsolescence. Furthermore, having complete visibility over material composition supports **circular economy initiatives**, such as take-back or recycling programs at the end of a garment's life.

A **Centric PXM** project in the fashion industry does more than enhance commercial and marketing performance — it prepares the brand for the future of the sector: one defined by **accountability, transparency, and sustainability**. Whether meeting regulatory requirements like the Digital Product Passport or addressing the expectations of environmentally conscious consumers, mastering product data governance turns challenges into **strategic opportunities** — for innovation, differentiation, and authentic engagement with the market.

Conclusions

The two dimensions — **operational optimization** and **experience enhancement** — move hand in hand. By adopting a platform like **Centric PXM**, fashion and luxury companies can merge **internal efficiency** with **external excellence**, improving both the **speed and quality** with which they bring products to market while delivering **high-impact, story-driven experiences** to their customers. The benefits in terms of **time-to-market acceleration, brand consistency, error reduction, and omnichannel enablement** translate directly into higher sales, lower operational costs, and stronger customer satisfaction. At the same time, the ability to **collect, structure, and communicate product data transparently** positions the brand as both an **innovator and a responsible industry leader** — values increasingly prized in today's fashion landscape. Ultimately, a **Centric PXM implementation** in fashion is far more than a technological upgrade — it is a **strategic transformation**. It means truly placing the **product and its story at the center** of the business, orchestrating every channel, team, and process around it to deliver **cohesive, value-driven experiences**. In a world where **every product acts as a brand ambassador** and **experience is the new luxury**, this approach can make the difference between **falling behind** and **leading the future of fashion**.

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In summary

Implementing **Centric PXM** means transforming product data management from a mere operational task into a **strategic lever for growth, loyalty, and sustainable innovation**. By unifying data, content, and experience in a single intelligent platform, fashion brands can move faster, communicate with consistency, and build lasting trust with their audiences.

Those who **embrace this transformation today** will gain a decisive **competitive advantage** in the global marketplace — where transparency, agility, and experience define the leaders of tomorrow.

- **CONSOLIDATE**
Centralize product data, media, attributes, pricing, and inventory in a single connected hub for complete visibility.
- **DISTRIBUTE**
Publish across 1,000+ channels in the right format and language, ensuring full compliance wherever you sell.
- **TRACK**
Monitor SKU-level performance in real time — by region, brand, and channel — to identify trends and uncover new opportunities.
- **ENRICH**
Use AI to validate, enrich, translate, and localize content for every market and channel — from Instagram shops to in-store catalogs.
- **CONNECT**
Link product content to planning, development, pricing, and promotions to ensure every launch aligns with market demand.
- **OPTIMIZE**
Apply AI insights to optimize content, pricing, and positioning — driving higher conversions and sustained growth over time.

Practical Experience

We have the most experienced team in Italy, with **over 20 successful PIM projects delivered across multiple industries** – starting from some of the country's leading fashion and luxury brands.

Certified Team

Our team is made up of highly qualified experts, including **certified business consultants and developers** who design and deliver **PIM and Product Experience Management projects** every day.

Proven Methodology

Mature methodologies and well-established processes are the foundation of our expertise. We follow **international best practices and industry standards**, continuously updating and expanding the skills and capabilities of our team.

Beyond Integration

We guide your company through the **digital transformation of its business**, providing **strategic consulting, system configuration, and integration**, while ensuring **end-to-end support** – even after go-live.



Strategy & Consulting

The PXM Hub's approach blends **technology** and **change management** to fully leverage the potential of **PXM/PIM, DAM, and DSA** solutions. We guide our clients through the **innovation of product information management processes**, with a strong focus on **Customer Experience** and measurable business impact.

Technology

We have deep, recognized expertise working with major industry players, acknowledged by **leading international vendors**.

Market Standards

Our team's skills include mastery of international classification standards such as **ETIM, ECLASS, and GS1**, ensuring data consistency and interoperability across systems and markets.

Vendors

