

El Corte Inglés Selects Dassault Systèmes' 3DEXPERIENCE Platform to Accelerate Fashion Collection Time-to-Market

“My Collection for Fashion” Industry Solution Experience Offers Powerful, Global Collaboration Capabilities in Fast-Paced Retail Fashion Industry

VELIZY-VILLACOUBLAY, France — March 26, 2015 — [Dassault Systèmes](#) (Euronext Paris: #13065, DSY.PA), the 3DEXPERIENCE Company, world leader in 3D design software, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions, today announced that [El Corte Inglés](#), a world leader in large department stores, has selected its “My Collection for Fashion” industry solution experience to accelerate time-to-market of its private-label fashion collections. Powered by the 3DEXPERIENCE platform, this adoption allows El Corte Inglés to transform its business processes with robust, global collaboration capabilities and more effectively meet consumer demand.

As one of the largest department store groups in the world, El Corte Inglés needed to implement industry-specific best practices that would standardize product development and sourcing processes across all of its private-label brands. The “My Collection for Fashion” industry solution experience provides El Corte Inglés with a single and unified digital environment that connects internal and external stakeholders, integrates their supply chain, and improves visibility, flexibility and decision support for multiple and diverse product categories. With “My Collection for Fashion,” El Corte Inglés accelerates time-to-market of its products and mitigates the risk of incorrect samples, additional costs and production errors or delays.

“The consumer goods and retail industry is in the midst of a consumer-driven revolution,” said Susan Olivier, Vice President, Consumer Goods and Retail Industry, Dassault Systèmes. “Consumers expect new products and new shopping experiences, and our industry solution experiences have been designed to meet these expectations through a combination of global team collaboration and information in a social context – with clarity, confidence and consistency.”

Dassault Systèmes’ “My Collection for Fashion” industry solution experience applies collaborative innovation to product development and the consumer experience in order to enhance a brand’s identity. Brand retailers can rely on applications that encompass global sourcing and global collaboration, consumer-led design, virtual prototyping, virtual stores and channels, integrated merchandise assortment planning, product development and social analytics.

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About El Corte Inglés

El Corte Inglés is a world leader in large department stores and a benchmark of Spanish distribution for over 70 years, with 2013 sales of €14.3 billion. The group’s dedication to customer service and its diversification and creation of new business formats enable it to add products and services that adapt to the latest market trends. In addition to the El Corte Inglés department stores, the group’s chains include Hipercor, Supercor, Sfera, Telecor, Viajes El Corte Inglés, Bricor, Óptica 2000 and Informática El Corte Inglés, among others.

About Dassault Systèmes

Dassault Systèmes, the 3DEXPERIENCE Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes' collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 190,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit www.3ds.com.

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