

TECHNOLOGY *by Design*

This series of newsletters provides information about our industry's technology resources and the latest in technology applications for apparel and textiles. The CFA continues to be of assistance!

Issue 5

July 2016

CentricSoftware™



CENTRIC SOFTWARE announced the launch of its new iOS Field Testing app, helping apparel companies track prototype usage, performance and clothing samples. The new app is compatible with Centric's PLM platform or may be used as its own solution. New tracking technologies such as the field app assist companies in accurately assessing their supply chains, customer demands and financial growth.

Chris Groves, President & CEO of **Centric** stated, "Centric's new Field Testing app is a unique example of how capturing data live, in the moment, is not only incredibly valuable but also a natural way of working. This app will help reduce costs while also improving product innovation and performance; which are ultimately keystones of great brands."

FOR MORE INFORMATION: [CLICK HERE.](#)

Contact:

Brian Kastner, Regional Sales Director
(310) 850-0658 / bkastner@centricsoftware.com / www.centricsoftware.com



**Reviewing: ALVANON'S TECHNOLOGY TREND EVENT:
"SELLING TO TODAY'S EMPOWERED CONSUMER"**

Ed Gribbin, President of **Alvanon** and global fashion business authority, commented on the industry's slow reaction to the technology demands of "today's empowered consumers" at the company's Technology Trends Events seminar, held on June 8th in New York City.

The seminar, which was attended by managers of leading brands, addressed a variety of hot button fashion business issues ranging from "how to stock winners and price perfectly" to "converting more online shoppers" and "growth strategies for new markets." Gribbin's keynote speech stressed the need for breaking away from outdated processes and putting technology to work to enhance product development, improved fit and accelerated speed to market.

TO READ THE FULL MEDIA RELEASE: [CLICK HERE](#)

Contact:

Susana Charm, Marketing Manager
Alvanon / 145 W. 30th Street, Ste. 1000 / New York, NY 10001
(212) 868-4318 / susana.charm@alvanon.com / www.alvanon.com

TUKATECH

TUKATECH
unprecedentedly
expedites
sampling process
with TUKAcloud

TUKATECH's latest innovation - TUKAcloud !

TUKAcloud, a web-based digital sample room, was featured at the TC2 'Cool Zone' in **Texprocess Americas**, where it was declared as one of the hottest technologies available.

TUKAcloud connects the globalized product development process by facilitating collaboration between buyers, merchandisers, vendors and manufacturers. The idea is to help designers and vendors collaborate by using **TUKAcloud** as a virtual sampling room. Using this process, **Tukatech** and **TUKAcloud** have brought down product development cycle time by a significant proportion and reducing the lead time of the sampling process.

FOR MORE INFORMATION: [CLICK HERE](#)

Contact:

Sonia Chhabra | Director, TUKAgroup
5462 Jillson St. / Los Angeles, CA 90040
(323) 726-3836 / sonia@tukatech.com / www.tukatech.com



SETLOG Software successfully completed the first phase of the global implementation of the supply chain management solution **OSCA** for a major vertical retailer. Implementation of the cloud based IT platform enables the vertical retailer to manage almost 90% of its global sourcing in one place.

The second phase will allow the entire pre-production management and factory capacity planning to be running live. Using **OSCA**, manufacturers and suppliers benefit from being able to define milestones in terms of content and time, accelerating the exchange of information prior to the start of production. Finishing the entire implementation of the cloud based IT platform, a retailer will be able to streamline a broad spectrum of processes, accelerate Time-To-Market and increase collaboration within its supply chain.

FOR MORE INFORMATION: [CLICK HERE](#)

Contact:

Niklas Kirwel, Vice President & CPO
Setlog Corporation / 708 3rd Avenue / NYC 10017
(212) 209-3969 / info@setlog.com / www.setlog.com

California Fashion Association

444 South Flower Street, 37th Floor, Los Angeles, CA 90071 | 213.688.6288 | info@calfashion.org | calfashion.org