

## TSI Holdings accelerates digital transformation with Kubix Link

### The Japanese apparel group improves manufacturing efficiency and enhances creativity with Lectra's PLM system

Paris, October 5, 2021 - Lectra announces that TSI Holdings Inc. has implemented Kubix Link, Lectra's product lifecycle management solution.

TSI, one of Japan's leading apparel companies, operates 59 famous apparel brands, including Nano Universe, Margaret Howell, and Stussy. The company is aggressively investing in digital strategies, including significant expansion of its e-commerce channels, unified commerce, smart factory construction, and logistics robots.

In order to respond more quickly to changing customer needs and expand into global markets, TSI aims to improve productivity and transform its business model by implementing advanced digital supply chain initiatives.

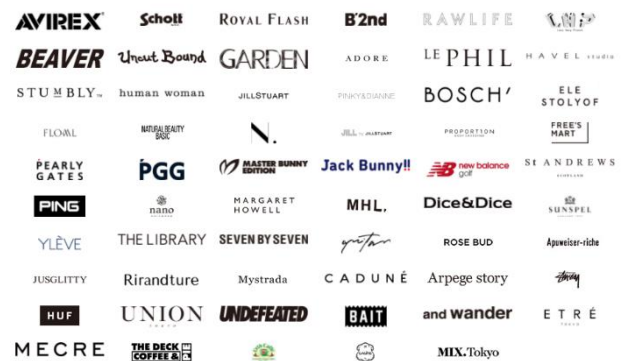
TSI's 59 brands, self-developed as well as overseas brands that joined the group through mergers and acquisitions, have different backgrounds and cultures; these brands' manufacturing processes and information have been managed individually. The company wanted to end inefficient operations and fragmented product information. TSI also wanted to achieve real-time visualization of processes throughout the supply chain, standardize operations, improve business productivity, and accelerate industrialization speed.

The company, which was looking to implement a PLM solution as part of its product innovation efforts, was interested in the flexibility, scalability and interconnectivity of Lectra's Kubix Link PLM. Kubix Link enables companies to centralize information in order to streamline internal and external communication plans and collaboration. This makes it easier to share manufacturing information, track progress, and accelerate the decision-making process.

For TSI, Kubix Link offers the flexibility to expand functions and link with external systems, and can be used for a wide range of business operations. The company also expects that Kubix Link will improve merchandising operations, by making the analysis and budget planning process for stores and e-commerce sites more efficient. As a result, TSI will be able to boost the percentage sold of full-priced products and thus improve its gross profit margin. Kubix Link allows TSI to focus on creative work and capitalize on the time saved with a streamlined process to strengthen its brands.

TSI plans to accelerate further business reforms, starting with connecting the existing 3D design tools and the newly implemented PLM solution. In the next fiscal year and beyond, TSI plans to connect its new PLM with next-generation logistics systems, overseas product assortment handling systems, and performance management systems to make TSI's platform even more sophisticated.

Tsuyoshi Shimoji, President and CEO of TSI says, "As part of the TSI Group's company-wide digital transformation initiatives, we have decided to implement Lectra's solution to improve our manufacturing operations. For TSI, which operates a wide variety of brands, the centralization and digitization of information



is an urgent priority in order to achieve management efficiency and strengthening of brands and products. We expect that using Kubix Link PLM templates will enable us to standardize operations in a short period of time, which will contribute to increased productivity. At the same time, we would like to establish an industry-standard data exchange model using PLM and blockchain technology so that the entire industry can enjoy the benefits of digitization.”

Akihiko Tanaka, Managing Director of Lectra Japan says, “We are very happy that TSI, one of the leading apparel companies in Japan, has selected Kubix Link. We have been advocating for digital transformation in the fashion industry and the need for data-driven process innovation. I am confident that this project will be a success because TSI's management has a high level of awareness of issues and understanding of needs, and shares those throughout the organization.”

In addition, Akihiko Tanaka mentioned, “With the introduction of PLM, TSI is also working to standardize its data model across the supply chain. The company has begun to take an active role in leading the digitization of the entire industry. We will continue to support TSI's digitalization efforts with Kubix Link to contribute to raising the level of productivity not only at TSI but also in the Japanese fashion industry as a whole”.

### **About TSI Holdings**

TSI Holdings Inc. is a major Japanese apparel company that operates 59 apparel brands. In July 2021, TSI was certified as a "Digital Transformation Certified Brand" under the Digital Transformation Certification System established by the Ministry of Economy, Trade and Industry. TSI is the digital fashion company that promotes digital transformation and data-driven business operation and productivity quality and SCM reforms

For more information, please visit <https://www.tsi-holdings.com/>

### **About Lectra**

For companies that breathe life into our wardrobes, car interiors, furniture and more, Lectra crafts the premium technologies that facilitate the digital transformation of their industry. Lectra's offer empowers brands, manufacturers and retailers from design to production, providing them with the market respect and peace of mind they deserve. Founded in 1973, the company reported revenues of 236 million euros in 2020 and is listed on Euronext (LSS).

In June 2021, Lectra acquired Gerber Technology, a USA-based company founded in 1968. Like Lectra, Gerber Technology develops software and automation solutions for fashion, automotive, furniture and other businesses across the globe.

For more information, please visit [www.lectra.com](http://www.lectra.com) and [www.gerbertechnology.com](http://www.gerbertechnology.com)

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