

ITALY: Fast fashion denim designer Freesoul turns to PLM

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Italian holding company Eldo Srl is hoping to speed the introduction of new clothing lines under its Freesoul denim fashion label by turning to Product Lifecycle Management (PLM) to manage its design and development process.

The Florence-based firm has selected [Dassault Systèmes' Enovia Apparel Accelerator](#) for Design and Development to take products from concept to store - giving consumers the right products at the right time.

Launched in 1994, Freesoul creates and markets denim wear, casual pants, skirts, dresses, tops, jackets, knitwear and accessories to independent retailers and retail chains in more than 25 countries worldwide.

It will use the software to "improve global collaboration with our production centres and vendors, enabling them to stay ahead of the latest consumer trends and meet time to market requirements," explains Ernesto Barbieri, Eldo's chief executive officer.

The off-the-shelf PLM solution comes with industry-specific best practices for apparel design including pre-defined work processes, data models, reports, role-based user interfaces and document management capabilities.

This will enable Freesoul to reduce sample development time and increase seasonal options. It will also enable the company to collaborate with suppliers around the world, tracking prices to control costs and improve margins.

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