

MUSTANG's PLM Evolution

Berlin, PI Apparel

@PITVtweets #PIApparel

Dr. Julia Dubowy

The Mustang logo consists of the word "MUSTANG" in a bold, white, sans-serif font, set against a solid red rectangular background. A registered trademark symbol (®) is located at the top right of the letter "G".

MUSTANG[®]

True denim for true people



- Founded in **1932** in Künzelsau
- **Oldest denim brand in Europe**
- First pair of **jeans for women**
- Bogner Jeans und Sansibar Denim as licences
- Subsidiaries in France, Poland, Hungary, Russia, Belgium, Netherlands, Italy, Austria and Switzerland
- Almost 100 Stores und Outlets, hundreds of PoS in B2B business
- 570 members of staff, 120 in headquarters in Künzelsau
- 70 PLM Users



MUSTANG
TRADEMARK
1932
VALUE CONFOIT STYLE
PREMIUM SERVICE

MODERN CLASSIC
REG. TRADEMARK

Haltet Euch an Mustangs
Freunde!

West-type
JEANS
13% OZ
HIGH QUALITY PRODUCT

ERMANN

Boy
Jeans

UNBEBINGT LEICHTER, ABER
SCHONER EINDRUCK: MEINER DER DOLPHIN CLUB
IN NACH LINDY BURDE MIT
+MUSTANG+
MEINEM MODELL +ORIGON+

DESIGN
WALDHEIM

MUSTANG
original U.S.D.M.
Blue Denim
100% Baumwolle - hergestellt
in den USA
Texas
From A Future

L. HERMANN
REKORD FÜR INDUSTRIELLE
KONSUMS

Mustang Jeans

ORIGINAL Must
THE NEW CLASS OF
AMERICAN JEANS

MUSTANG
YOUR SECOND SKIN

MUSTANG
Stretch-Cont-Jeans
von Mustang: da esst nichts ein,
da beist nichts aus!

FOR MICH SIND JEANS NICHTS ANDERS A
BEIWAHNE. MEINER KEY FÜR DIE ADE ORIGIN. MEIN
NACH DEM ALTES UNTERSCHIED
IN ANTIER - ORIGIN. SUCHTE +MUSTANG+

DESIGN
WALDHEIM

NEW SUPER DARK DENIM
MUSTANG

NIGHT
RIDER

A LONGER TRIP
FABRIC ENGINEERED
TO PROVIDE YOU WITH
THE MOST ENJOYABLE

TRAMPERS
RECOVER

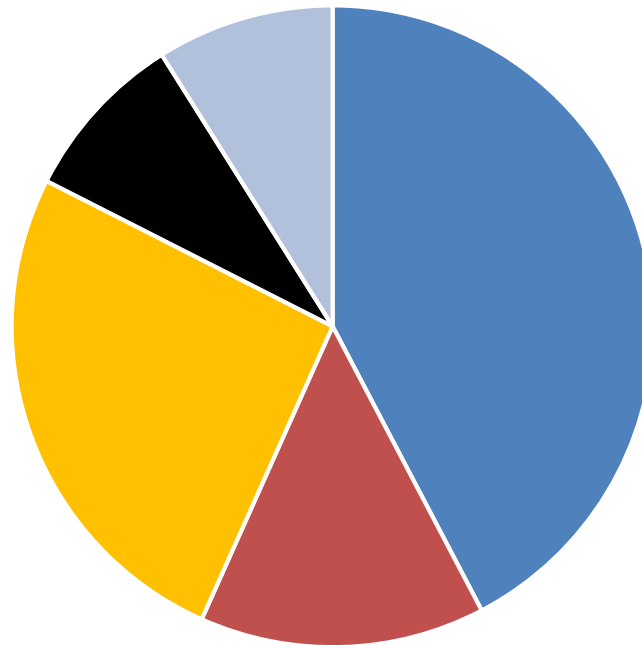
DAS Konzept
DIE BARNEY
DIE PARTY

Unkaputtbar!

MUSTANG

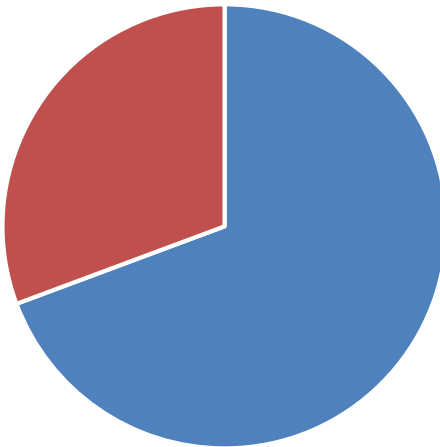


Wholesale at MUSTANG

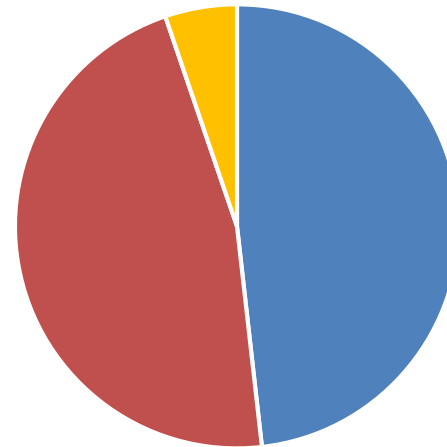


■ National ■ International ■ Own countries ■ Ecommerce ■ Russia

Retail at MUSTANG



■ Retail Germany ■ Retail International



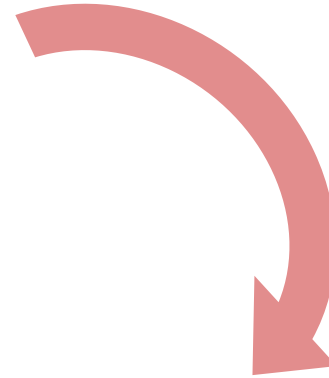
■ Stores GER ■ Outlets GER ■ Onlines GER

MUSTANG collection structure



PAST

Different systems Chaos
Frustration Complicated
Historically grown **Redundancy**
Local lists Mistakes
Different processes



FUTURE

- Big step into the future
- Control and manage product life cycle
- Learn from past collections for future ones
- Shorten time to market
- Integration of the whole Supply Chain

Consideration process

Partner with **subsidiary in Germany** – Centric was late in the process

1. Catalogue of requirements
2. Invitation to Künzelsau
3. Survey among the colleagues after each presentation
4. Second meeting to see use cases



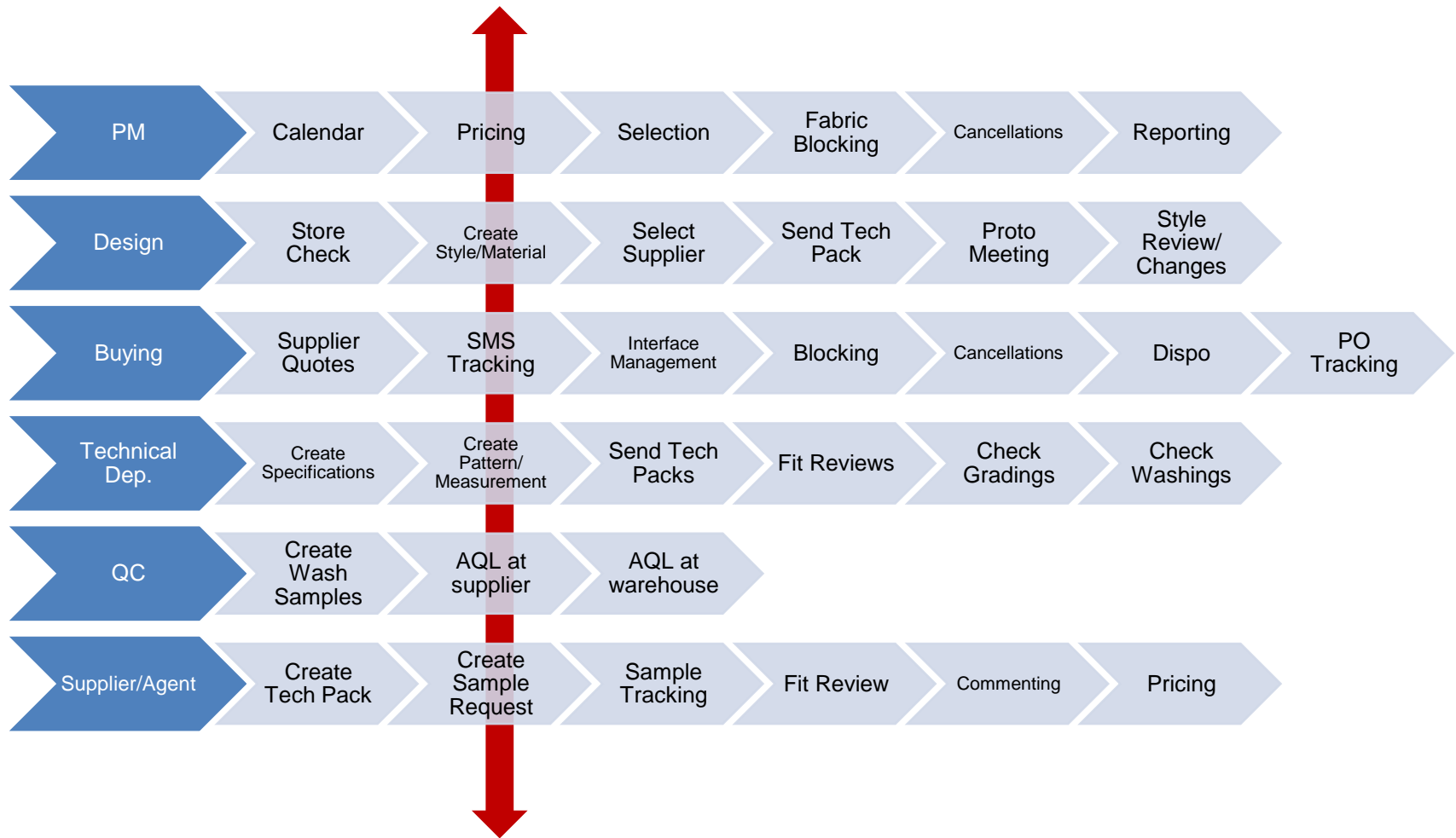
Decision Criteria

Focus on Fashion

- ✓ Experience with fashion not just a „piece of software“
- ✓ Web based system with central data management
- ✓ Easy handling
- ✓ Extended PLM (Apps, Merchandise Planning etc.)
- ✓ Inclusion of suppliers
- ✓ Views als Reporting-Tool
- ✓ Adobe Illustrator integration
- ✓ The chemistry was right

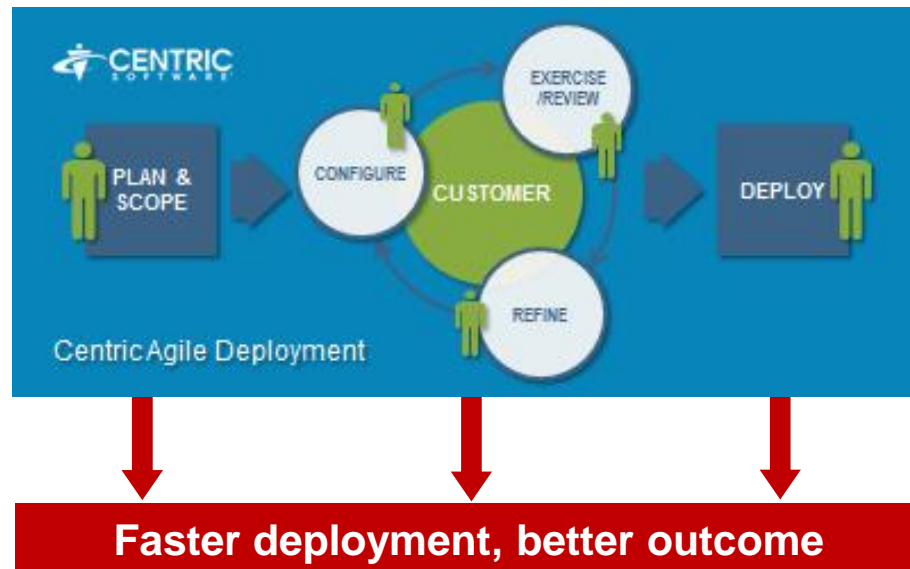


The Process



The Project

- 15 weeks from kick off zu go live
- core team of nine for three mornings a week, high motivation in team
- Agile Deployment with Centric consultants on site
- 97% in PLM standard



Lessons learned

Time frame a little too short

IT support from beginning

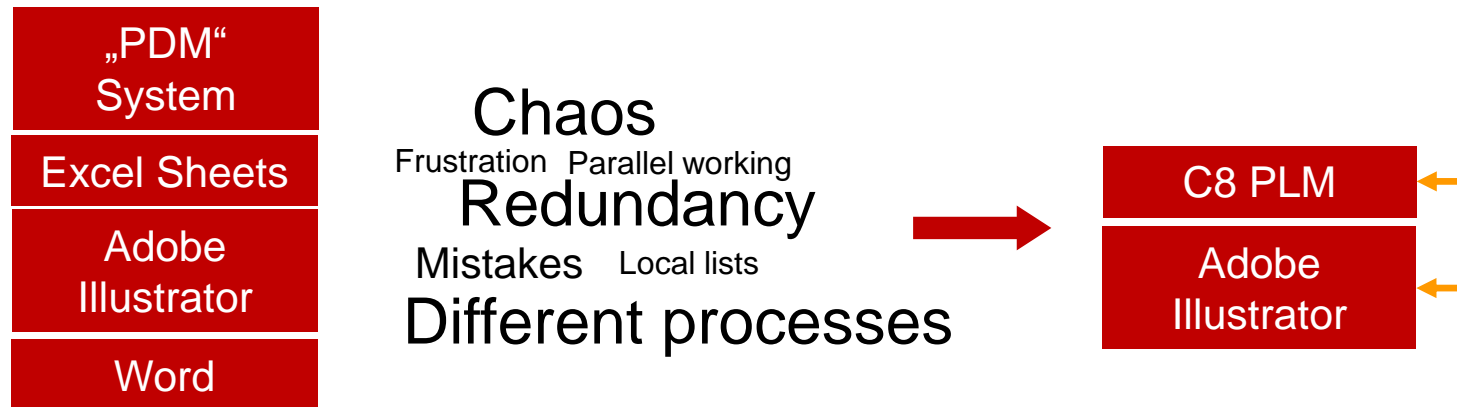
Always care for product department

Make click instructions

Don't train the trainer

What has changed?

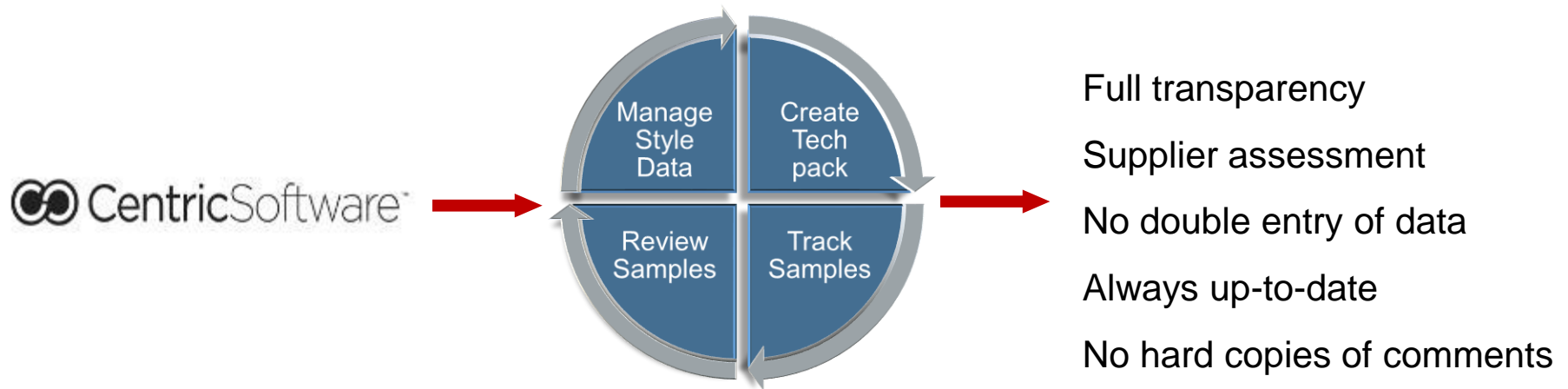
No double entry of data



- ✓ Shorter meetings because data is accessible with a few clicks
- ✓ Data entry via notebook - no need to change Excel lists
- ✓ No need to look for the recent list any more
- ✓ About **40% fewer questions**

What has changed?

Integration of agency in Hong Kong



✓ **Faster processes by approximately 30%**

- ✓ Integration of agency took about one week
- ✓ High confidentiality with “hybrid agent”

What has changed?

View end reporting functionality

Unit Quantity	50	Freight Surcharge Truck (€)	0
Number of Styles	52	Wholesale Margin (%)	2
Number of Colorways	53	Inhouse Margin (%)	5
Freight Surcharge Air (€)	1,25		

Styles						
Image	Item Number	Code	BOMMaterials	Category	Prod	Gro
	(1000938)	1521	Button (10075), Fabric Woven Denim 373.0 gr/sqm (10719), Label (10025)	1 Denim	Pants	
	Gina Boot (1000668)	3590GE-1511-050514	1000668	Button (10075), Fabric Woven Denim 330.0 gr/sqm (10134), Label (10018), Label (10091), Label Waistbandrider Paper (10203), Rivet (10056), Rivet (10069), Zipper 1-Way Metal (10206)	1 Denim	Pants
	Gina Boot	3590GE-	1000775	Button (10075), Fabric	1 Denim	Pants

A brown leather jacket with a high collar and a zipper front, displayed against a white background.

What has changed?

Faster and better „send out“

- ✓ **30%** fewer questions by agency after initial tech pack send out
- ✓ Faster product development because of **template** usage, standardised **data pool** and integration of **Adobe Illustrator** (ap. **4 days**)



What has changed?



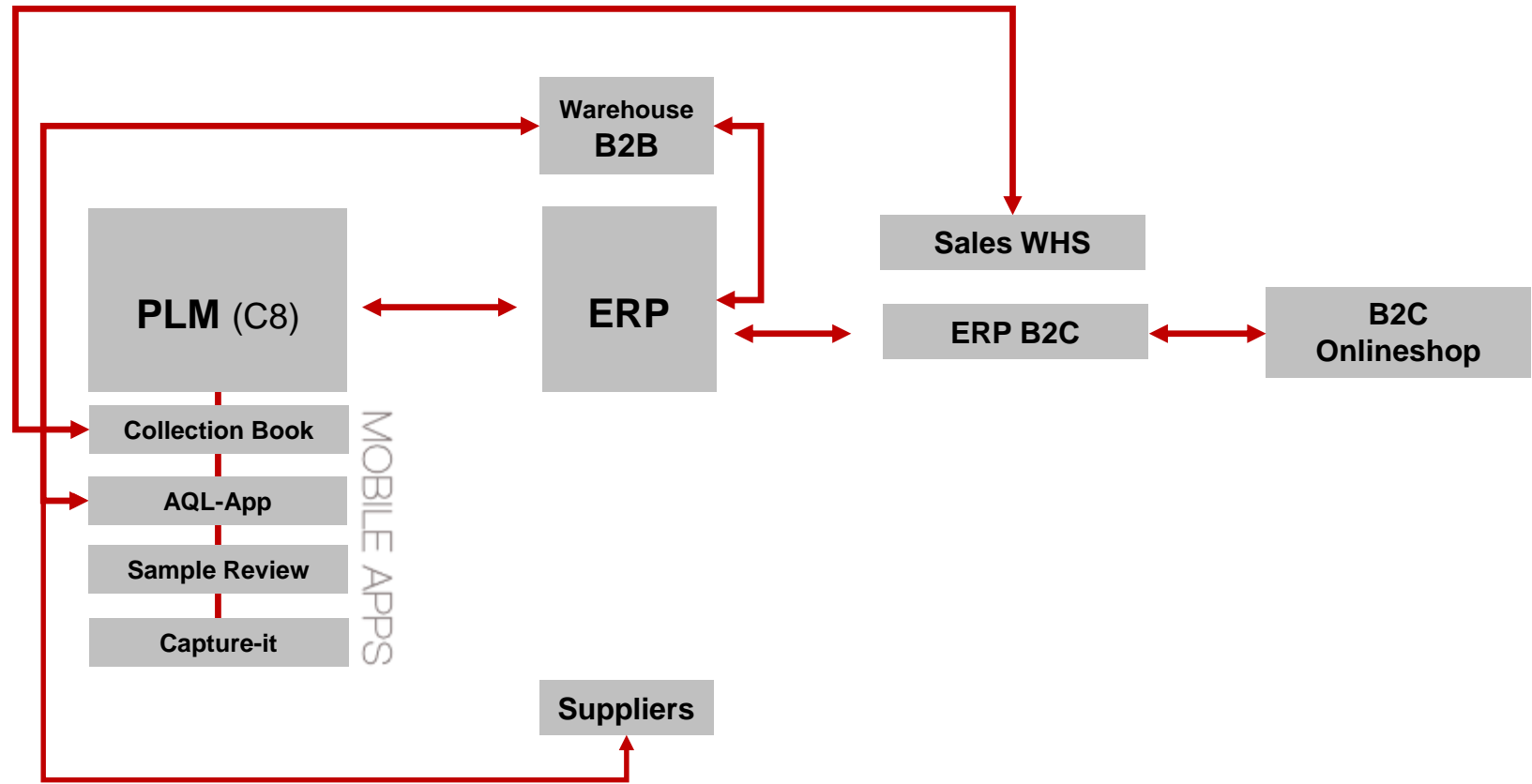
PLM as PIM system

- ✓ inclusion of photo studio as data entry organisational unit
 - ✓ Online shop
 - ✓ ebay
 - ✓ different customers



Next Steps

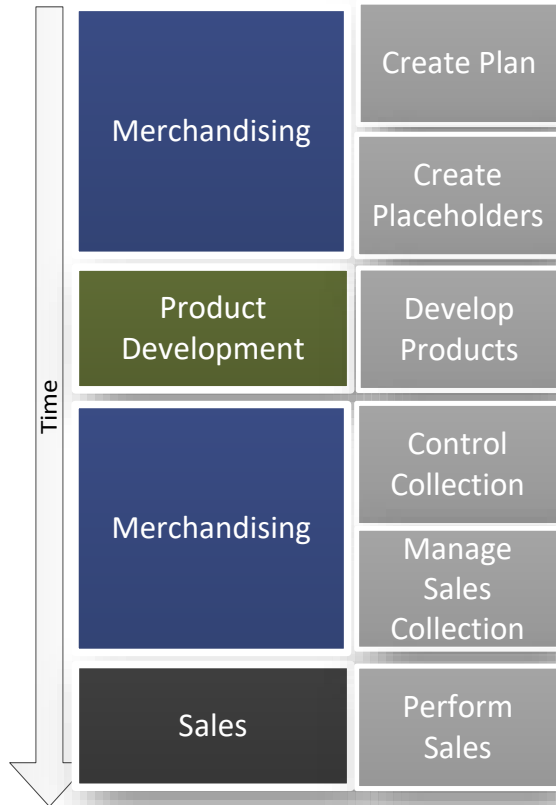
Interfaces



Next Steps



Merchandise Planning



Centric8

► Demo Plan

Plan Versions ManagedCrew MerchSlicer

Versions: Spring / Summer 2015 Views Overview

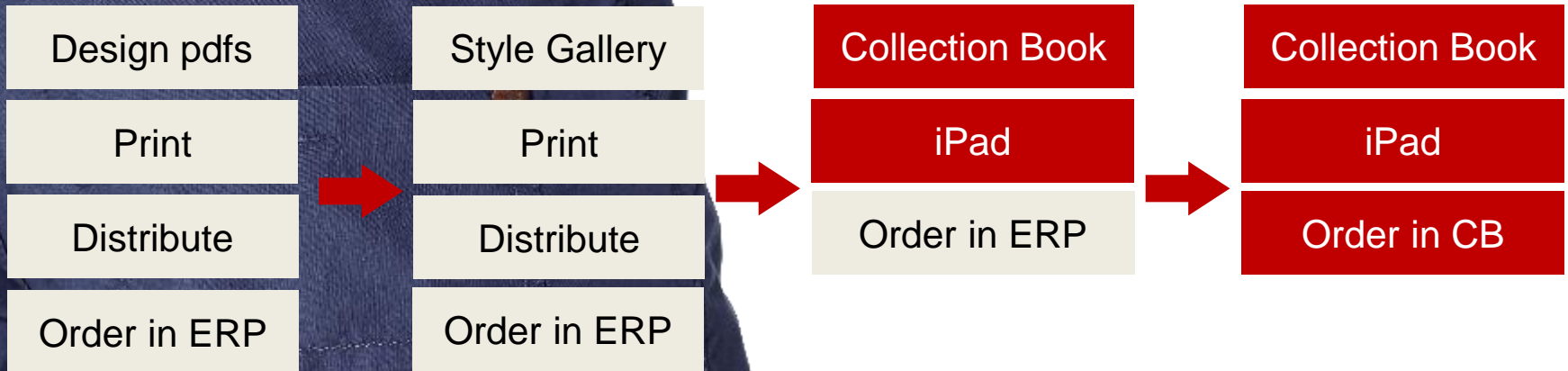
Folder ^	Previous Season	D - Target RRP (€)	Target RRP (€) num	Actual RRP (€)	Actual RRP vs Target (%)	D - Target WSP (€)	Target WSP
(All)	(All)	(All)	(All)	(All)	(All)	(All)	(All)
Demo Plan		43,75	32,16	37,07	15,29%	17,50	17,50
CS Fashion Businesswear		50,00	0,00	0,00	0,00%	20,00	20,00
CS Fashion Casualwear		37,50	32,16	37,07	15,29%	15,00	15,00
Actions... ▼							

Displaying 2 result(s).

Next Steps

Collection Book

MUSTANG[®]



Next Steps

SCM and calendar management



1612 Mustang Mustang Calendar Bottoms

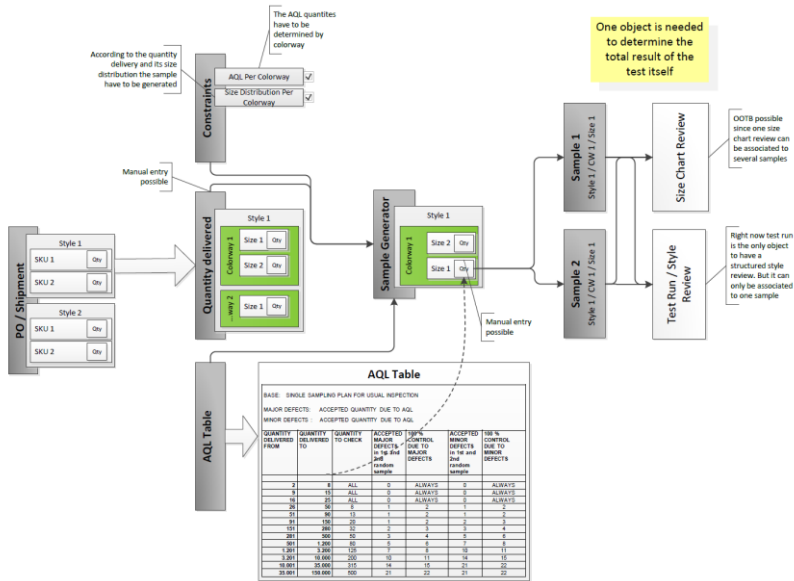
Style Hierarchy: Maindry, Style, Calendar, Style SMS, Edit/Info

View: Default | Export | Results: 20 | Suspend | Remarks

Style	Type	Development Type	Calendar	Style Sheet Sent out Proto	Proto Release	Proto Comment	Free for SMS (DOM)	Free for SMS (Size Chart)	Each Pack Sent out SMS	PO SMS	1st SMS In House	SMS Comment	Free for Production (DOM)	Free for Production (Size Chart)	Size Set In House	Storno Meeting	Erpfangen Waschmaster losses	Freigabe Waschmaster losses
Target Date				11.05.15	11.06.15	06.06.15	05.06.15	05.06.15	05.06.15	04.07.15	05.06.15	07.06.15	10.10.15	05.10.15	06.06.15	06.06.15	06.06.15	06.10.15
Mustang	Brand		Mustang Calendar Bottoms	0/2 0%	0/2 0%	0/2 0%	0/2 0%	0/2 0%	0/2 0%	0/2 0%	0/2 0%	0/2 0%	0/2 0%	0/2 0%	0/2 0%	0/2 0%	0/2 0%	0/2 0%
Cira Jeggins (1002200)	Style		Mustang Calendar Bottoms	12.06.15	16.06.15	12.06.15	01.07.15	29.06.15		01.07.15	02.06.15	17.06.15	1/2 93%	02.10.15			06.11.15	
Chicago Short (1002207)	Style		Mustang Calendar Bottoms	11.06.15			01.09.15	01.09.15					01.09.15	01.09.15				
One Money (1002202)	Style		Mustang Calendar Bottoms	11.06.15	16.06.15	12.06.15	01.07.15	22.06.15					01.07.15	01.07.15				
S Pocket Short (1002208)	Style		Mustang Calendar Bottoms	12.06.15	12.06.15	12.06.15	03.05.15	03.05.15					03.10.15	03.10.15				
High Waist Skinny (1002247)	Style		Mustang Calendar Bottoms	12.06.15	17.06.15	12.06.15	29.06.15	25.06.15		01.07.15	16.06.15	16.06.15	01.07.15	01.07.15				
Severden Short (1002219)	Style		Mustang Calendar Bottoms	11.06.15	16.06.15	12.06.15	22.06.15	21.06.15		01.07.15	07.06.15	01.06.15	01.10.15	01.07.15			17.11.15	

Next Steps

AQL App





Partnering with Centric

- ✓ Great support even after go live
- ✓ CAB for customers
- ✓ Constant innovation (AQL, Collection Book etc.)
- ✓ Flexible consultants that support MUSTANG's IT
- ✓ Billing after worked hours



Thank you