



● Customer Success Story

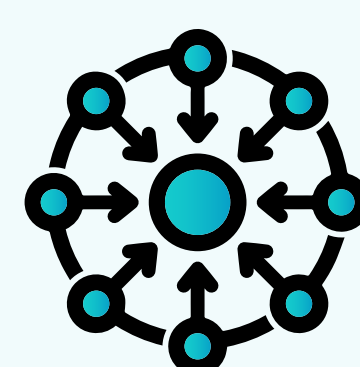
How Clare V. Streamlines Product Development and Costing with WFX PLM



Better Costing
Visibility



Increased
Efficiency



Centralized
Product Data

Clare V.

About The Brand

📍 LA, California, USA 👥 100+ 🏢 Handbags & Accessories

Founded in 2008 by Clare Vivier, Clare V. is a handbag and accessories brand that combines classic French style with modern California cool.

- Operates more than a dozen retail locations in the US.
- Collaborations with artists, brands, and organizations such as Anthropologie, Caddis Eyewear, Steven Alan, Racquet Magazine and more.
- The product portfolio includes handbags, wallets, small leather goods, clothing, hats, and jewelry.
- Majority of leather assortment produced by factories in Los Angeles, with other suppliers in Portugal, Italy and more.

Challenges

Clare V. implemented WFX Fashion PLM in 2018. Before adopting WFX, the brand's preproduction processes were manual, relying on disparate systems like Excel sheets and shared drives, which hindered their ability to scale and optimize workflows.



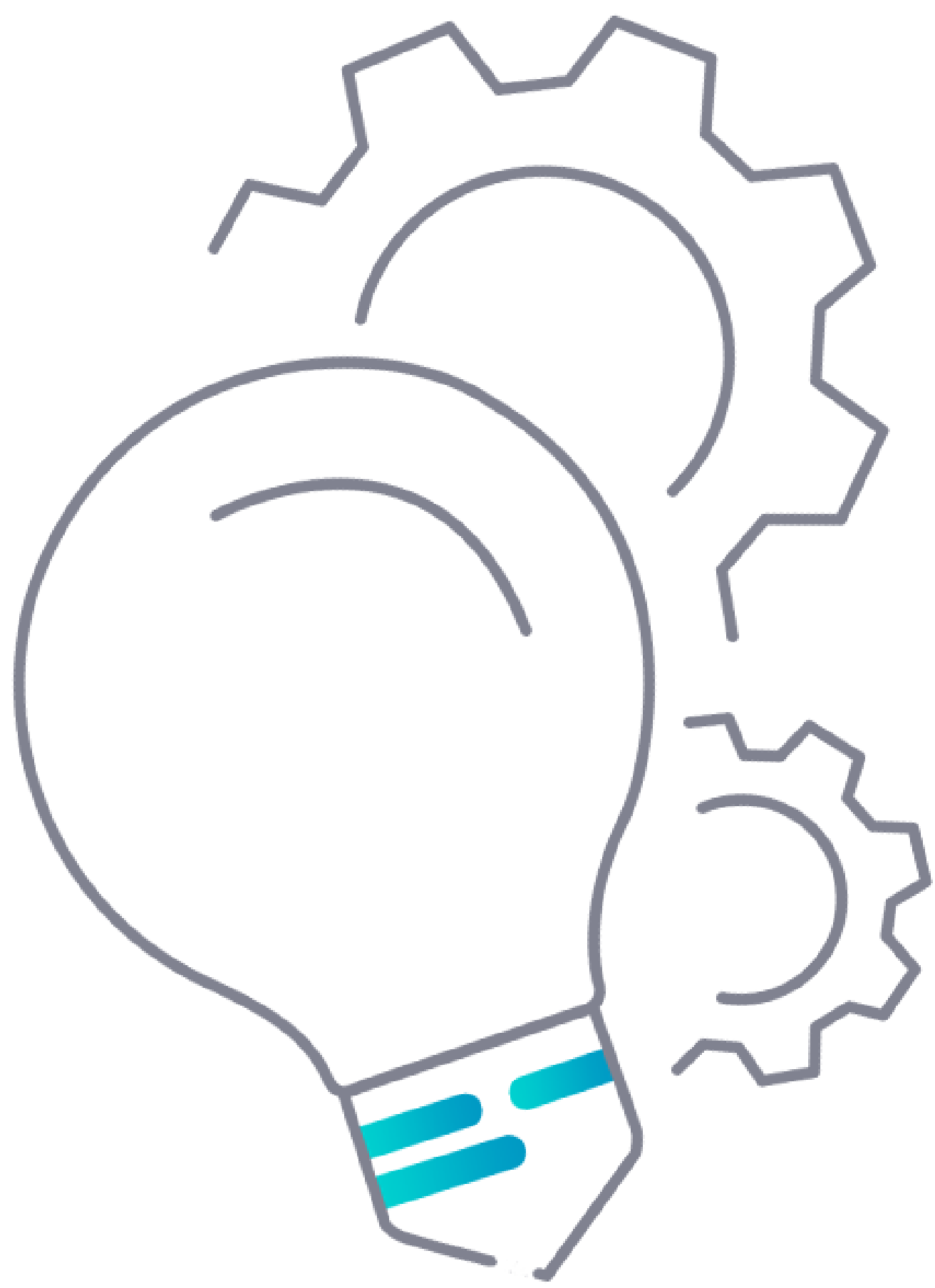


WFX is our main hub which makes everything so easy for everybody to access. Earlier if you were offsite, for example, you would have had to login through the VPN to get on our shared drive and search through endless folders of stuff.”



- Helen Don Sing
Systems & Costing Specialist, Product Development, Clare V.

- Some of the challenges Clare V. faced before PLM included:
- **No Centralized Data:** Clare V’s product data was spread across multiple Excel sheets and shared drives, making it difficult for teams to locate and update information efficiently.
 - **Poor Visibility:** Clare V couldn’t access real-time updates on product development and costing, leading to delays and inefficiencies in decision-making.
 - **Scaling Challenges:** As the business grew, manual processes for managing product data and supplier coordination became unsustainable, causing bottlenecks and errors.
 - **Limited Collaboration:** Relying on emails and shared drives hindered communication and caused delays in product development and production.



Challenges

- No Centralized Data
- Poor Visibility
- Scaling Challenges
- Limited Collaboration



Solution

Clare V.'s search for a PLM that could centralize product information, streamline material management, and simplify pre-production costing ended in 2018 with WFX. After evaluating several platforms, the team picked WFX for its expertise in Fashion and its cloud-based platform.

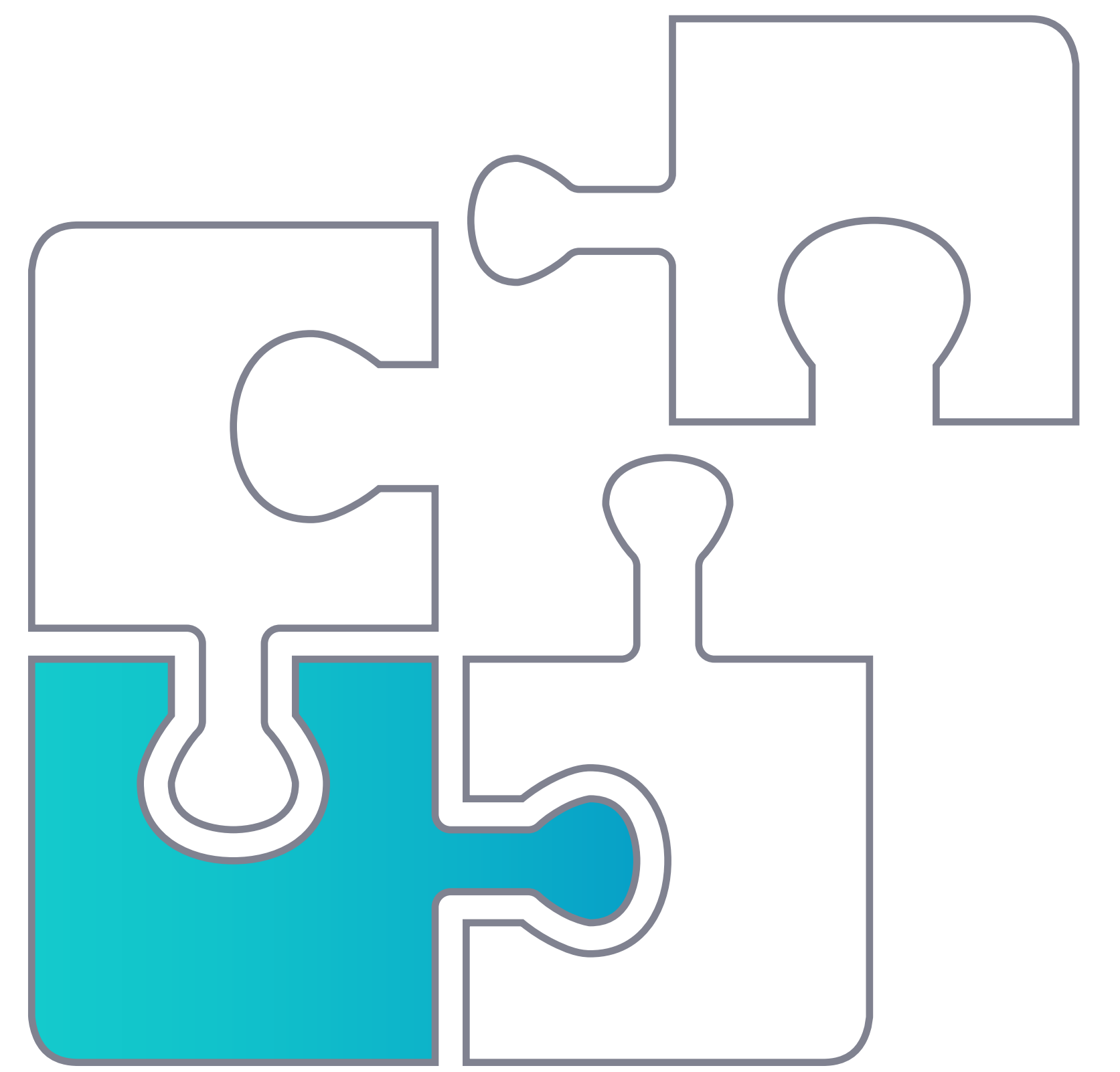
“When I first started, only a couple of us were using WFX, mostly in product development, with just one or two people entering data. Now, the design team and all PD staff have their own logins, issue SRs, and make updates directly in WFX. We’ve also moved all communication from email into WFX, streamlining everything in one place.”



- Helen Don Sing
Systems & Costing Specialist, Product Development, Clare V.

The implementation of WFX PLM has offered:

- **Centralized Searchable Database:** WFX has provided Clare V with a centralized, easily searchable database of product and material information, improving data access and collaboration across teams.
- **Configurable to Meet Business Needs:** WFX PLM’s flexibility allows Clare V to tailor the system to their workflows, with ongoing adjustments and collaboration leading to improved efficiency over time.
- **NetSuite Integration:** As Clare V. adopts NetSuite, the seamless Built-for-NetSuite (BFN) integration between WFX and NetSuite will help Clare V synchronize data and prevent repetitive data entry across the two platforms.



Solution

- Centralized Searchable Database
- Configurable to Meet Business Needs
- NetSuite Integration

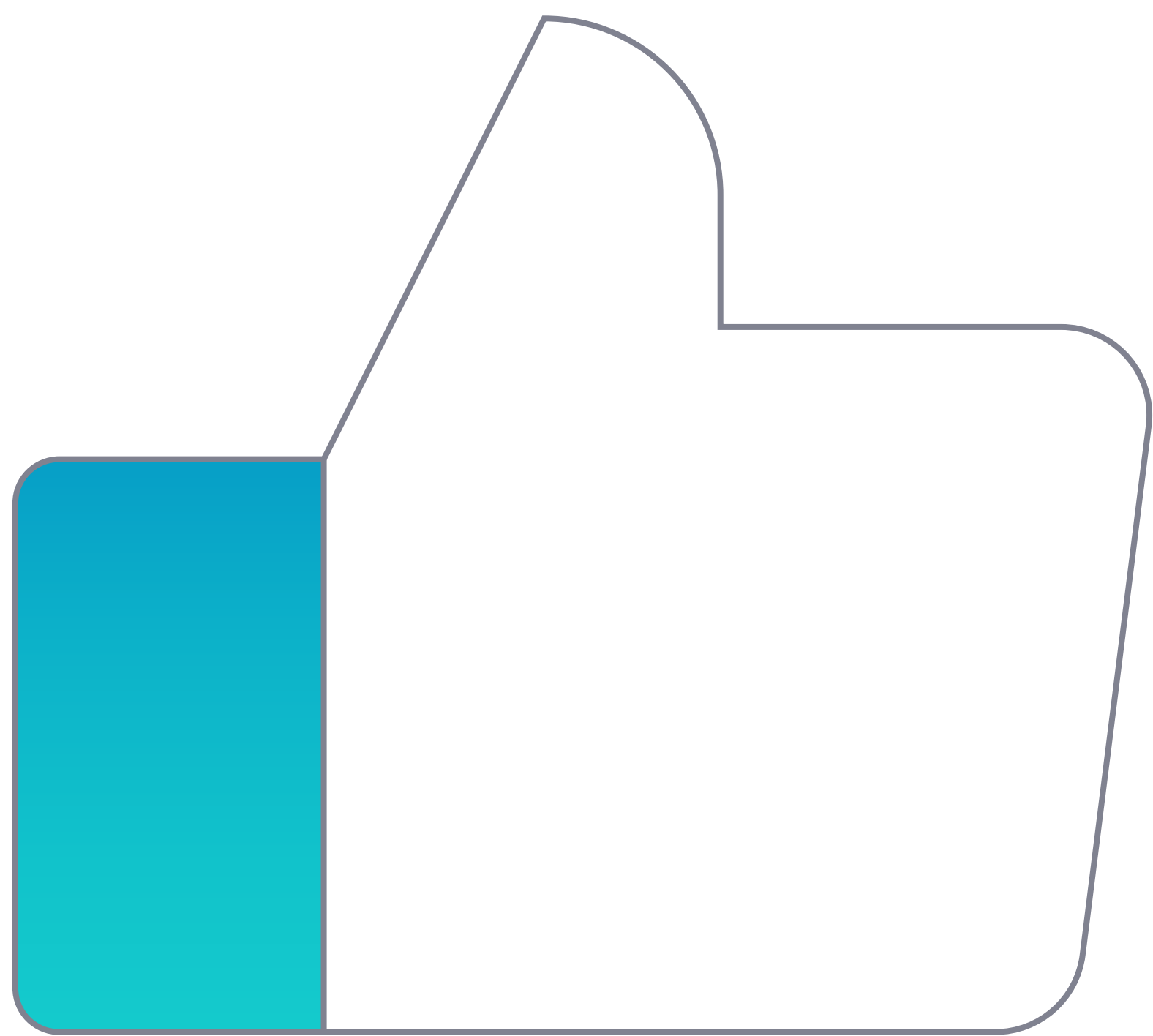


Results

Since deploying WFX PLM, Clare V has seen significant improvements in its operations, particularly in terms of data management, cost accuracy, and overall efficiency. The centralized system has provided the brand with the tools needed to scale its operations while improving cross-team collaboration.

In the past 5+ years of using WFX, Clare V. has seen several improvements across their business:

- **Centralized Real-Time Data Access:** With WFX, Clare V now has a single, searchable hub for all product and material data. Teams can access real-time updates, improving decision-making and speeding up development processes.
- **Better Product Development Control:** With all product and material information stored and managed in WFX, the team can now easily monitor everything from material sourcing to final production, leading to faster, more informed decisions.
- **Material Management:** WFX’s material management module allows Clare V to categorize and classify materials, significantly reducing manual errors and improving efficiency.
- **Systematic Costing:** The new upload module simplifies Clare V. complex costing process by adding configurable attributes within style type packs. This feature enables the team to systematically track changes in BOM components and easily differentiate who pays for materials.
- **Bill of Materials (BOM):** WFX’s BOM module allows Clare V to easily manage and differentiate between components paid by the brand and those paid by suppliers. This flexibility improved costing accuracy and ensured that all materials were tracked systematically.



Results

- Centralized Real-Time Data Access
- Better Product Development Control
- Material Management
- Systematic Costing
- Bill of Materials (BOM)

“

The most useful feature for me is the Bill of Materials. We deal with many components - some paid by us, others by suppliers - and I use color codes to track who’s paying or pre-booking. The flexibility to organize this complex data has been invaluable, and it’s made rolling up costs so much easier. I’m excited to explore the costing module further and reduce manual work.”

- Helen Don Sing

Systems & Costing Specialist, Product Development, Clare V.



WFX is our main central hub. It just makes everything so easy for everybody to access. Everything is attached at the material level or at the supplier level or at the item level. The more people I sell on using it, they can also see how easy it becomes once we have everything on WFX.”



-Helen Don Sing

Systems & Costing Specialist,
Product Development, Clare V.



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