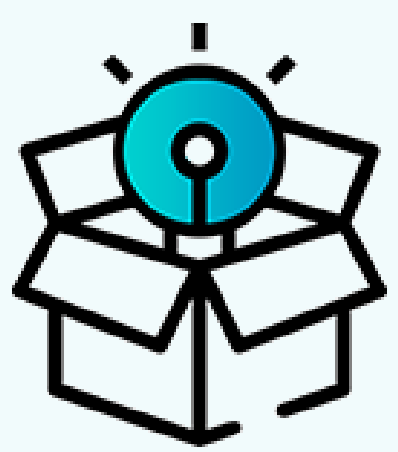


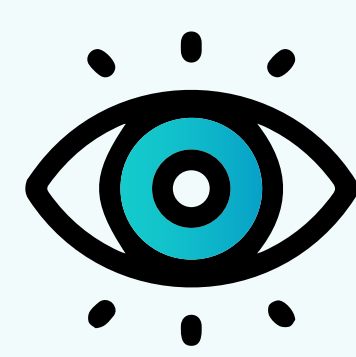


● Customer Success Story

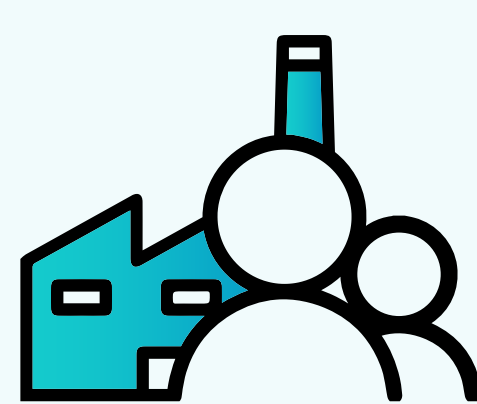
How WFX Gave SAS DUDES More Creative Time by Streamlining Product Development



Faster Product
Development



Improved
Visibility



Enhanced Vendor
Collaboration



About The Brand

 Lille, France  15  Apparel & Accessories

Founded in Jan 2022 with a vision for everyday and art-inspired fashion, SAS DUDES houses two distinct brands: Divinbydivin and Davrilsupply. With a unified team overseeing development, marketing, and logistics, the business embraces creativity and comfort in their clothing.

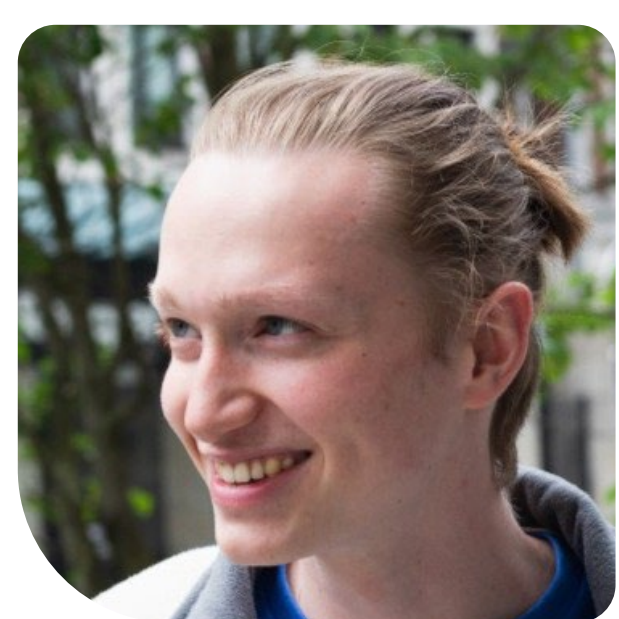
- Two brands targeting two different audiences, one specializing in everyday wear and the other in fashion-forward art wear.
- Product portfolio includes hoodies, knits, t-shirts, bottoms, footwear, bags and accessories.
- Managing all creative, development, marketing, and logistics in-house.
- Both brands cater to dynamic, style-conscious demographics, seeking innovation and distinctiveness in their apparel choices.

Challenges

Before moving their processes to WFX PLM, SAS DUDES was feeling slowed down by manual tools that stifled efficiency and scalability. They relied on spreadsheets and Adobe Illustrator files for managing a high volume of product designs, which often led to operational bottlenecks.



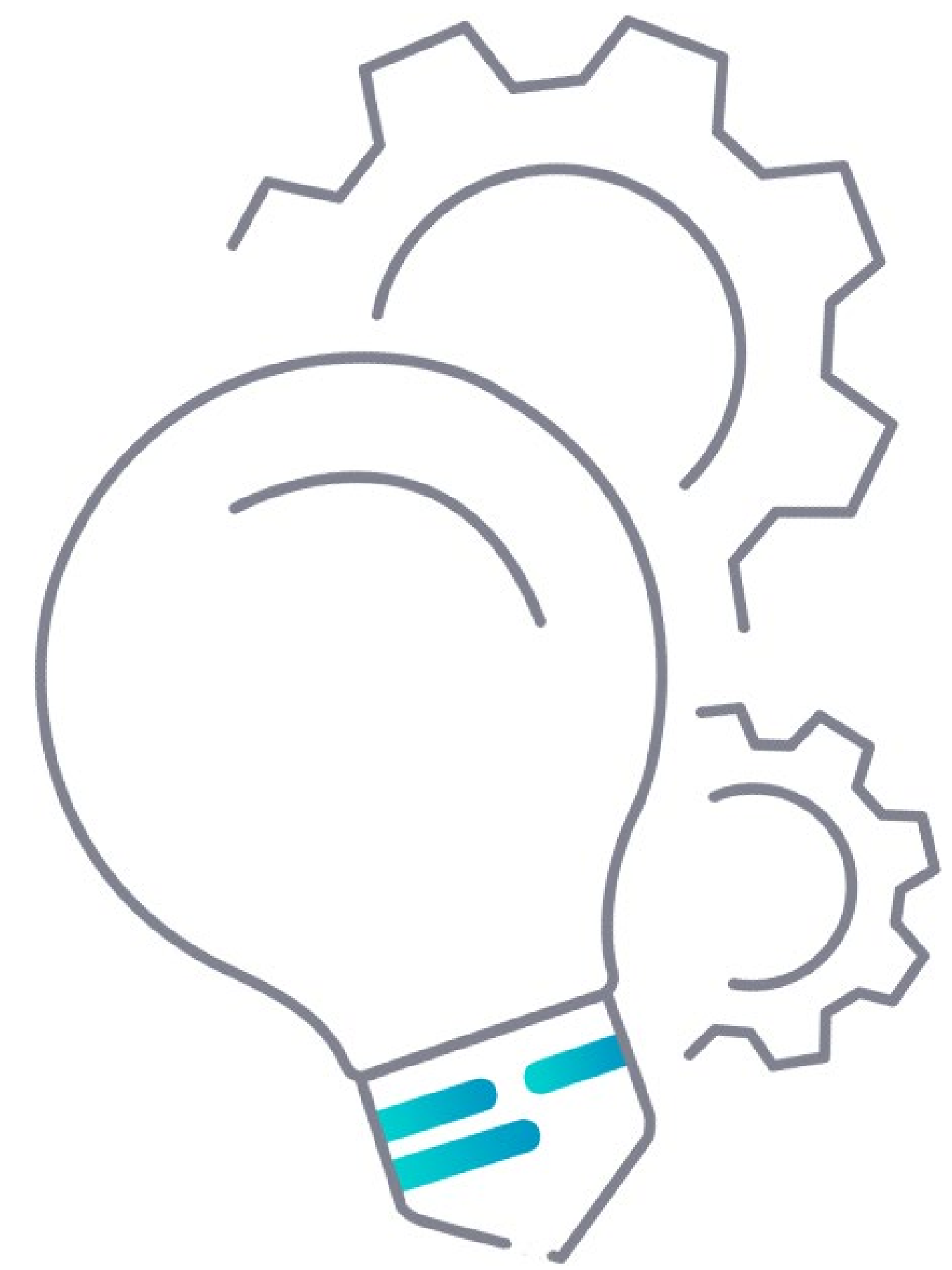
“ Before WFX, all our processes were managed using Excel sheets and AI files. We tried to organize everything with our factories through these tools, but it was too many sheets and too many products, which became very difficult to manage.”



- **Max Jacob**
General Director, SAS DUDES

Some of the challenges they faced include:

- **Process Inefficiency:** Struggled with the disjointed use of manual systems for tracking vast product lines.
- **Scalability Issues:** Faced challenges in scaling operations to accommodate growth in product development.
- **Communication Hurdles:** Coordination with manufacturing partners was frequently hampered by inadequate tools.
- **Administrative Overload:** The team spent excessive time on mundane tasks, detracting from creative processes.



Challenges

- Process Inefficiency
- Scalability Issues
- Communication Hurdles
- Administrative Overload



Solution

Recognizing the need for a robust, integrated system, SAS DUDES chose WFX PLM, which offered a comprehensive fashion production management solution that was flexible and uniquely suited to their needs.



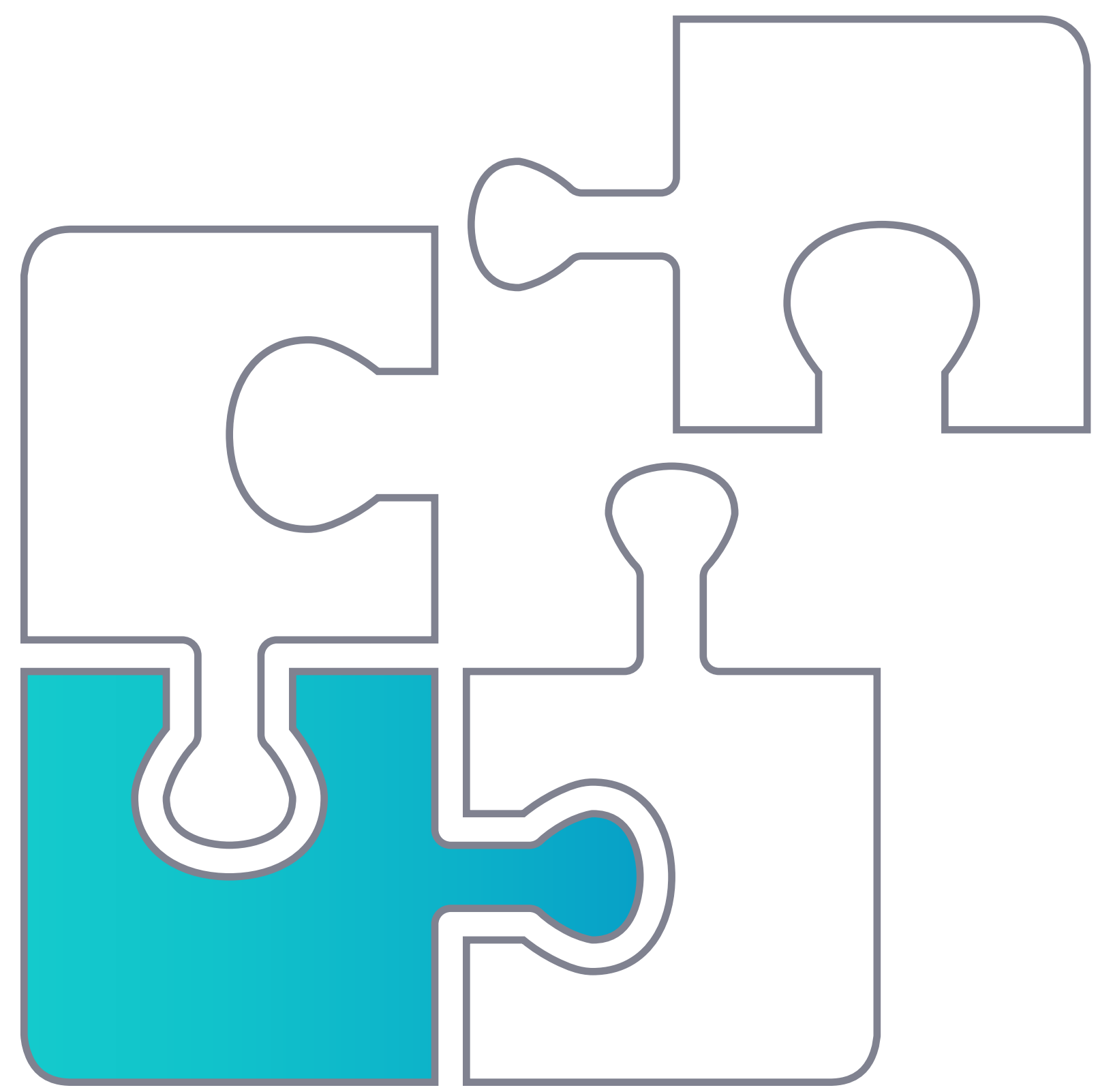
The main reason we chose WFX is that it goes beyond just being a plain PLM system. It's really a complete solution for managing fashion production. The ability to import and export in Excel also makes very convenient for all our use cases."



- Max Jacob
General Director, SAS DUDES

Here's why WFX proved to be right-fit solution for SAS DUDES:

- **Streamlined Product Development:** WFX PLM unifies all stages of product development ensuring seamless collaboration across different teams and reduction in errors.
- **Enhanced Visual and Financial Management:** The system provides powerful tools for visual tracking and financial assessments, crucial for transparent and efficient operations.
- **Streamlined Design to Logistics:** Enables seamless transitions from design concept through to manufacturing coordination, significantly speeding up the production cycle.
- **User-Centric Design:** Tailored to be intuitive, the platform supports essential functions such as Excel import/export, facilitating user adoption and operational continuity.
- **Budget-Friendly:** The flexible pricing model and scalability allows SAS to only pay for what they use so they can allocate resources to critical business areas as needed.



Solution

- Integrated Production Workflow
- Enhanced Visual and Financial Management
- Streamlined Design to Logistics
- User-Centric Design
- Budget-Friendly



For a small company like ours, WFX has simplified managing and tracking orders. We can visually track the products we're developing, see what we want to buy, and how much it will cost. Everything has become much clearer with WFX.

- Max Jacob
General Director, SAS DUDES

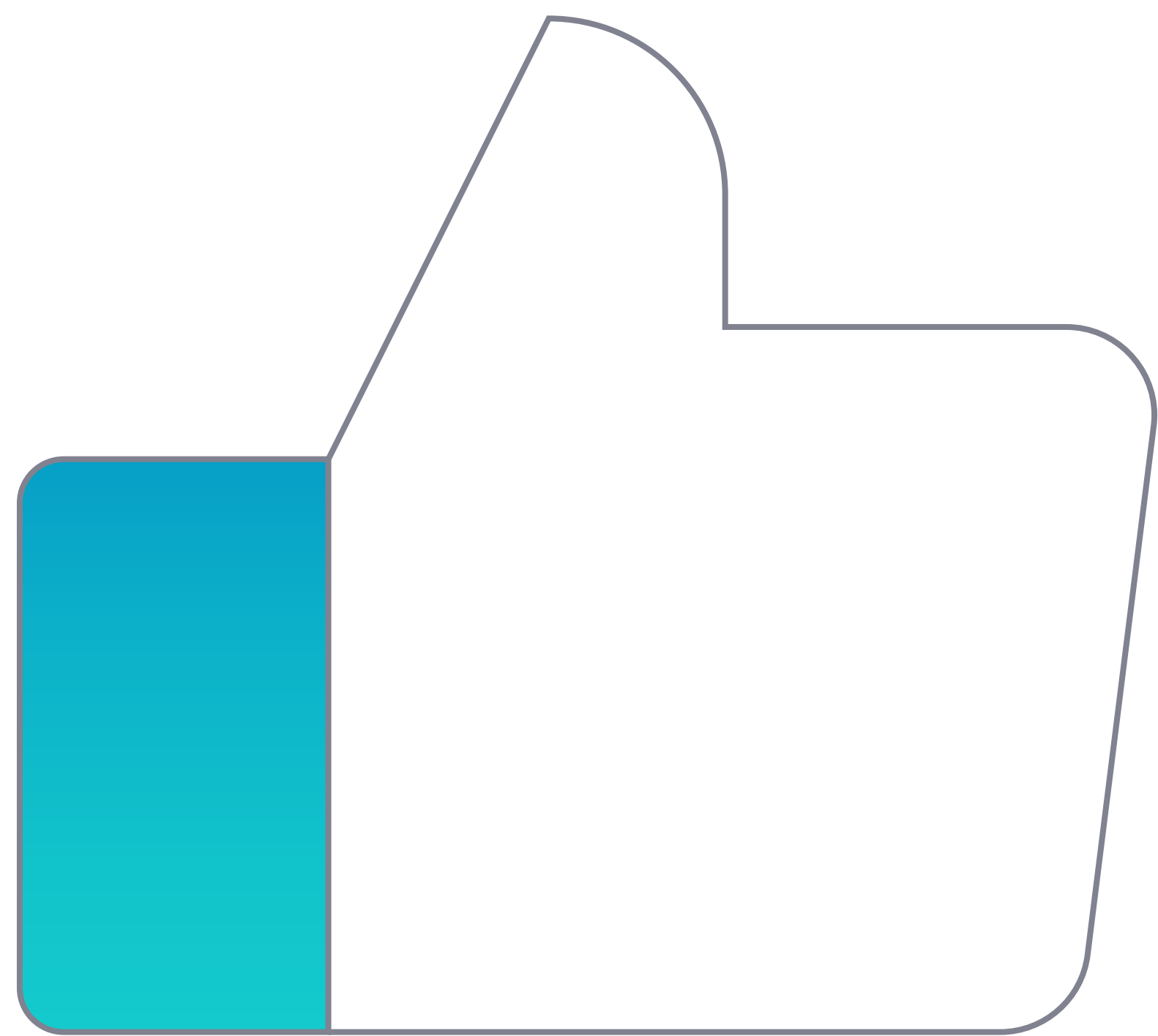
Results

The implementation of WFX PLM has transformed the operational landscape at SAS DUDES, leading to substantial improvements in efficiency and product development speed.

Some of the improvements that SAS DUDES has witnessed include:

- **Operational Efficiency:** Dramatic reductions in time and complexity involved in managing product lines.
- **Creative Enhancement:** Freed up the design team to focus on innovation, significantly boosting creative output.
- **Error Reduction:** Minimized production and financial management errors, leading to smoother operations.
- **Market Responsiveness:** Accelerated product launches, enhancing the brand's ability to respond to market trends and consumer demands.
- **Supplier Relations:** Improved communication flow makes it easier to manage purchase orders, track deliveries, and coordinate with factories.

These results prove that WFX PLM is relevant not just for large brands but even for younger companies looking to scale up their operations.



Results

- Operational Efficiency
- Creative Enhancement
- Error Reduction
- Market Responsiveness
- Supplier Relations

“

As a consultant with extensive experience in fashion, supply chain, procurement, and product development, I've seen firsthand how the right PLM can transform a business. WFX is a game-changer for emerging brands looking to scale up in today's competitive market. It's incredibly user-friendly, allowing teams to get up and running quickly without extensive training or IT support.”

- Ludovic Quinault

Operations Management Consultant,
Hi-Ex Consulting,

(WFX Business Partner in France)



Whether we want to launch a product, identify a problem, or use a tech pack to create a new product, WFX makes it easier in every way. It's powerful, efficient, and timesaving for a clothing brand like ours, totally transforming how we manage our production processes. We're also planning to add our suppliers on WFX by next year."



- Max Jacob
General Director,
SAS DUDES



Discover how our digital transformation solutions can help you get to market faster, become more sustainable, and streamline your operations for scalable success.

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