

**HELLY HANSEN INFUSES PRODUCT
INNOVATION WITH THE POWER OF 3D**
OUTDOOR TRAILBLAZER USES CENTRIC PLM™ TO SUPPORT
AGILE, HIGH-QUALITY PRODUCT DEVELOPMENT



 CentricSoftware™

“Before Centric PLM, one of our biggest challenges was a lack of accountability, with each department using different tools and platforms. We’re growing fast and, in order to develop innovative, high-quality products efficiently, we needed a clear overview of who was doing what, where and when.”

Ferdinand Diener, Process and Quality Manager at Helly Hansen, explains that the outdoor brand once struggled with data management, visibility and version control across multiple software platforms. When the Helly Hansen group acquired MUSTO in 2018, integrating a new brand brought additional challenges. However, MUSTO had been a happy Centric Software® customer for many years, and, in 2019, Helly Hansen decided to also implement Centric PLM to harmonize data and processes across both brands and within Helly Hansen’s own departments.

Fast forward to 2020, and no one could have imagined just how much the world would have changed in such a short space of time. But, with innovative digital solutions provided by Centric’s Outdoor PLM and 3D technology, Helly Hansen has been able to adapt to recent market disruptions caused by the COVID-19 health pandemic, improving the efficiency of its communications across different departments, especially around sample production, which many brands have struggled to continue during restricted times.

Designer Mhairi Bannerman works within the ski and sailing team on Helly Hansen’s technical garments, and is a key player in the adoption of 3D technology within the company, “To start with (during the pandemic), our main issues were that we were not getting samples at all or they were months delayed. Centric’s 3D Connector now helps us with communication, and we can do things last minute that we couldn’t have done previously. For example, if a physical sample isn’t available, or we don’t want to wait weeks for a prototype to arrive, we can create a 3D version within Centric PLM in a matter of hours,” she explains.

How did Helly Hansen embark on their Centric PLM adventure?

PIONEERING PRODUCTS FOR OUTDOOR PROFESSIONALS

Helly Hansen was founded in 1877 in Norway by sea captain Helly Juell Hansen and his wife Marguerite, who discovered an effective way of keeping sailors and fishermen dry and warm in the harsh Norwegian weather. They launched a business selling waterproof oilskin jackets, trousers, sou’westers and tarpaulins made from coarse linen soaked in linseed oil. Over 140 years later, Helly Hansen is still protecting people from the elements. Today, Helly Hansen gear is worn and trusted by professionals in sailing, skiing, mountaineering and on worksites, as well as nature-lovers across the world who enjoy outdoor pursuits.



CHALLENGES

- + A legacy PLM in place which no longer suited their needs
- + Harmonization of data and processes with new brand (MUSTO)
- + Issues with version control and use of multiple software tools
- + Lack of visibility between teams and departments
- + Rapid growth adding to workload and complexity of product development

Helly Hansen has a long list of first-to-market innovations developed through insights from those working and recreating in the world's toughest environments, including the first fleece material in 1961 and the first moisture-wicking technical base layers in 1970. Continuing this tradition of product innovation, Helly Hansen's contemporary clothing features a unique Helly Tech® waterproof and breathable outer layer that keeps water molecules out while allowing sweat vapor to pass through. More recently, in 2020 the brand launched its Mono Material line, a 100% recyclable collection featuring garments with singular material construction, reducing waste by enabling garment-to-garment recycling.

EARLY CHALLENGES

Helly Hansen had a PLM solution in place prior to acquiring MUSTO, but the company was growing at tremendous speed, and difficulties persisted with version control and a lack of integration across multiple platforms. When the Helly Hansen Group acquired MUSTO, there was a clear opportunity to start afresh.

FAST, PLUG-AND-PLAY SOLUTION

Helly Hansen implemented Centric 8 PLM in just six months while merging with MUSTO, and one of the biggest initial benefits for Helly Hansen was the speed and ease of use of the software, and the ability to integrate both brands into one system.

"The interface is incredibly fast compared to anything we have seen before," says Diener, "It gives us the option to create custom views and see information as and when we like. Once Centric's experts had taken care of the initial configuration, we were able to basically set up the system ourselves and make changes as users required."

"The Centric consultants performed a thorough global analysis of our situation and confidently adapted the solution and integration possibilities to our needs. Because Centric PLM is so fast and easy to use, people are able to do a more thorough job, create more products and improve quality oversight. We're a quality-driven, innovation-focused brand, so this is critical."

ADAPTING TO NEW CHALLENGES WITH 3D

The power of Centric PLM has really come into its own during the challenges of the COVID-19 pandemic, when Helly Hansen has had to keep its sample production going, despite crippling restrictions. The solution: Centric 3D Connect.

Mhairi Bannerman describes the knock-on effects of 2020's marketplace disruptions, "At the start of the pandemic, when it came to sales meetings, nobody had any samples...We go through lots of prototype rounds, and if we have to miss one of those rounds due to lack of time, we usually have to cancel the style or postpone it until next season, as we can't produce a garment without a certain number of prototypes."

In order to improve the clarity of communication and leave less margin for error, the company's next digital sales meeting will use 3D renderings created within Centric 3D Connect.

"In comparison to a flat sketch, a 3D rendering is miles ahead, and it enables us to communicate much easier with vendors from the start," says Mhairi, "It's a much more efficient process, as you suddenly see exactly what the designer has in mind, not an artistic interpretation of an illustrated sketch. You see the ratios and sizes of different things and where the cut lines should be. So, not only are we able to see prototypes in 3D weeks before physical ones are available, but the final iteration is going to be a step up from what it would have been previously."



SUPPORTING SUSTAINABILITY

The recent disruption to supply chains has made consumers much more aware of where products are sourced from, and how they are made. Improving transparency between the business and the consumer has always been an important objective for Helly Hansen, with Centric PLM supporting their sustainability initiatives.

Mhairi comments that, "I think the Nordics is one of the key drivers for sustainability in general, whether that's sustainability through use of digital or otherwise. I think nature is very ingrained in people here, and they are more conscious of preserving the natural environment. In the world at the moment, all brands should be striving to be more sustainable. At Helly Hansen, we are working towards being as sustainable as we possibly can."

A NEW WORLD OF POSSIBILITIES

If Helly Hansen has learned anything in the past six months, it is that 3D technology is now a vital part of the sample process, and brands can no longer think of 3D as 'an experiment on the side'.

"3D needs to be growing within the company. And along with 3D comes the potential of digital showrooms and augmented reality," says Mhairi. "3D has opened up a whole new world of possibilities, and it's exciting times, despite the current situation we are seeing all over the world. It's ignited something that has started a whole ball rolling, and I think there will be some good things to come from this challenging situation."

RESULTS

- + One-click overview of all data
- + Eliminated silo mentality, improving visibility across teams
- + Users able to handle greater workloads and hit deadlines more easily
- + Improvements in quality oversight, critical for quality-driven brand
- + Fewer meetings, emails and delays waiting for information
- + Use of innovative 3D technology dramatically improves speed and accuracy



WE CAN CREATE
A 3D SAMPLE
WITHIN CENTRIC
PLM IN A MATTER
OF HOURS.



ABOUT HELLY HANSEN

Founded in Norway in 1877, Helly Hansen is a leader in technical sailing and performance ski apparel, as well as premium workwear. Through insights drawn from living and working in the world's harshest environments, the company has developed a long list of first-to-market innovations, including the first supple waterproof fabrics more than 140 years ago. Other breakthroughs include the first fleece fabrics in the 1960s, the first technical base layers in the 1970s, made with Lifa Technology, and today's award winning and patented H2Flow™ temperature regulating system. More recently for AW20, the brand launched Lifa Infinity Pro, a fully waterproof and breathable membrane that naturally repels water. The water repellent protection is everlasting so it will never need to be reproofed with chemical treatment.

Its ski uniforms are worn and trusted by more than 55,000 professionals and can be found on Olympians, National Teams, and at more than 200 ski resorts and mountain guiding operations around the world.

Helly Hansen's outerwear, base layers, sportswear and footwear are sold in more than 40 countries and trusted by outdoor professionals and enthusiasts around the world. To learn more about Helly Hansen's latest collections, visit www.hellyhansen.com.

ABOUT CENTRIC SOFTWARE

From its headquarters in Silicon Valley, Centric Software provides a Digital Transformation Platform for the most prestigious names in fashion, retail, footwear, luxury, outdoor and consumer goods including cosmetics, beauty, food and beverage. Centric's flagship Product Lifecycle Management (PLM) platform, Centric 8, delivers enterprise-class merchandise planning, product development, sourcing, quality and collection management functionality tailored for fast-moving consumer industries. Centric SMB provides innovative PLM technology and key industry learnings for emerging brands. Centric Visual Innovation Platform (VIP) offers a new fully visual and digital experience for collaboration and decision-making and includes the Centric Buying Board to transform internal buying sessions and maximize retail value and the Centric Concept Board for driving creativity and evolving product concepts. All Centric innovations shorten time to market, boost product innovation and reduce costs.

Centric Software is majority-owned by Dassault Systèmes (Euronext Paris: #13065, DSY.PA), the world leader in 3D design software, 3D Digital Mock Up and PLM solutions.

Centric Software has received multiple industry awards and recognition, including being named by Red Herring to its Top 100 Global list in 2013, 2015 and 2016. Centric also received various excellence awards from Frost & Sullivan in 2012, 2016, 2018 and 2021.



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