



FOR IMMEDIATE RELEASE

## **Donna Karan Selects RLM FashionManager as Global Systems Platform**

*The global fashion leader will replace its ERP, PLM, WMS, and other existing systems with the comprehensive, state-of-the-art fashion business solution from RLM. By managing all design-to-delivery processes in a single system, the company will streamline and increase visibility into global operations.*

Lyndhurst, NJ - September 14, 2011 -- **RLM Apparel Software Systems Inc.** announces that leading fashion design house **The Donna Karan Company** has selected **FashionManager™** enterprise software to manage all global product development, sourcing, supply chain management, order fulfillment, and other critical business operations. The comprehensive business solution will replace existing Enterprise Resource Planning (ERP), Product Lifecycle Management (PLM), Warehouse Management (WMS), and other software to serve as the information system backbone for the company's complete range of apparel, bags, shoes, and accessories product lines. The fully integrated, functionally advanced solution promises to help Donna Karan achieve higher levels of productivity and efficiency while streamlining operations and increasing business process visibility.

According to **Cindy Payero**, Vice President DK/DKNY Systems, *"While our operations were already quite efficient, we knew that we could benefit from state-of-the-art technology. After a thorough evaluation, we concluded that RLM provided the best option for our diverse product and international process requirements. By supporting our entire operation on a single platform, FashionManager will enable us to eliminate functional and visibility gaps across our entire business."*

When fully implemented, the FashionManager software will be used by about 400 Donna Karan associates in the New York headquarters and other global operations centers in the United States, the Netherlands, and Hong Kong. The company's supply partners will also have access to relevant information through an integrated vendor portal. The FashionManager PLM module will help teams and suppliers collaborate on product specifications, sample materials management, fit and sample management. ERP capabilities will manage order processing and fulfillment in multiple currencies. Radio-frequency (RF) warehouse management tools will increase accuracy and speed deliveries to Donna Karan and independent department and specialty retail stores.

*"We look forward to the ease of use and productivity that FashionManager provides",* added Payero. *"In addition to its many advanced capabilities, ease of use was very important to our teams. Features like the one-click export to Excel® and the individually configurable tables will greatly enhance the user experience. Our management especially likes the customs compliance, integrated report writer, and 3-way financial matching tools it brings us."*

Implementation of the new system is expected to begin soon at the company's New York headquarters and New Jersey distribution center.

*"We are pleased to be selected as the global systems solution for Donna Karan", noted RLM Vice President **Andy Lynn**. "As one of the most successful and efficient companies in the business, we applaud their vision to equip their teams with the most advanced technology possible. We look forward to helping them achieve even greater levels of operational excellence and competitiveness."*

### **About The Donna Karan Company LLC**

Donna Karan International is one of the world's leading fashion design houses. It designs, markets and distributes collections of apparel, bags, shoes, and accessories under the Donna Karan Collection and DKNY brands. The Donna Karan Collection is a modern system of dressing that embodies the ultimate in luxury, sensuality, comfort and creative expression by utilizing the finest quality fabrics, workmanship and technological innovation. DKNY is the energy and spirit of New York; international, eclectic, fun, fast and real. Both fashionable and friendly, DKNY consistently delivers its unique mix of style around the world. Since November 2001, Donna Karan has been part of LVMH Moët Hennessy Louis Vuitton, the world's leading luxury goods group. For more information, visit <http://www.donnakaran.com> or <http://www.dkny.com>.

### **About RLM Apparel Software Systems**

RLM Apparel Software is a leading provider of modular, end-to-end business software solutions designed specifically to address the needs of global fashion retailers, brands, and manufacturers. Over its 30 year history, RLM has enabled many of the largest and most innovative apparel, footwear, accessories and related companies to reach their full potential by accelerating performance, increasing efficiency, reducing costs, and streamlining business processes throughout the entire concept-to-consumer product lifecycle.

RLM's category-spanning enterprise software solutions comprise capabilities typically found separately in enterprise resource management (ERP), product lifecycle management (PLM), supply chain management (SCM), supplier relationship management (SRM), warehouse management systems (WMS), salesforce automation systems (SFA), and e-commerce systems (B2B/B2C). RLM solutions are available in traditional on-premise licensing or on a hosted software-as-a-service monthly subscription basis.

RLM customers include Accessory Network Group, Alexander Wang, Magaschoni Inc., John Varvatos, Jordache Enterprises, Kooba, Michael Kors, Tommy John, Tory Burch, US Polo Association, and other leading apparel, footwear, and accessories companies. For more information, visit <http://www.ronlynn.com>.

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