



FOR IMMEDIATE RELEASE

Menswear Leader Louis Raphael Replaces Legacy Software with RLM FashionManager

Louis Raphael, one of the largest men's dress slacks companies in the US, is modernizing its IT platform with the implementation of a new enterprise software solution from RLM. The fashion-centric software will be used to manage virtually every aspect of product development, sourcing, supply chain management, order fulfillment, and retail collaboration processes.

Lyndhurst, NJ - August 9, 2011 -- **RLM Apparel Software Systems Inc.** announces that renowned men's pant brand **Louis Raphael** (<http://www.louisraphael.com>) has begun implementation of the **FashionManager™** enterprise software solution at its Brisbane, California headquarters. The company is replacing its 17-year-old business system with RLM's modular, fully-integrated Enterprise Resource Planning (ERP), Product Lifecycle Management (PLM), and Financial Management Software (FMS) solution. In addition to gaining important new system capabilities, Louis Raphael expects the new system to increase operational efficiencies and streamline business processes for more than 150 employees and vendor partners.

According to **Harry Ji**, Vice President of Information Technology at Louis Raphael, *"As the fashion industry continues to grow more competitive, we want to make sure that we are positioned to seize the opportunities of an economic recovery. To maintain our edge, we recognized the need to equip our teams with the most up-to-date technology possible. With FashionManager, we can manage our entire business with a single system."*

Configured specifically to Louis Raphael business requirements, FashionManager will speed and simplify management of everything from materials management and order processing to distribution and EDI. Based on the popular Java® platform, the RLM software will provide Louis Raphael teams and business partners with a superior user experience through a familiar and intuitive graphic interface.

"We are most impressed with the FashionManager user interface", added Ji. "The fact that it is so fashion and user-friendly will make this an easy transition for all of us. It will also help us reduce the learning curve for new employees and suppliers. It gives us lots of new time-saving tools like spreadsheet integration and a built-in vendor portal. Our Asian supply chain partners will also benefit as it becomes easier and more efficient to access purchase orders, print labels, and perform many other supply chain tasks directly in our system."

Opting for in-house deployment, Louis Raphael is installing FashionManager on new highly reliable and secure IBM® Power® 720 Express servers. The company expects a rapid implementation due to the high levels of usability, functionality, and industry best practices that come standard in the system.

*“We are pleased with the opportunity to work with Louis Raphael as they move their operations forward”, noted RLM Vice President **Andy Lynn**. “We applaud them for recognizing the limitations of old technology in today’s highly competitive and time-sensitive business environment. Through FashionManager, we look forward to helping them achieve significant business improvements and reach their full potential.”*

About Louis Raphael

Kizan International, Inc., doing business as Louis Raphael, is one of the largest men’s dress slacks companies in the US, founded in 1972. The company designs, manufactures, imports, wholesales, and distributes its products using the most advanced supply chain management system. The company’s products are shipped to more than 8,000 retail doors in the US and Canada under the brand names, Louis Raphael, Luxe, Rosso, Braggi, and various private labels for individual retailers. The company prides itself for designing products for specific customer needs, milling its own exclusive fabrics, and maintaining in-house control of inventory management. For more information, visit <http://www.louisraphael.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, Donna Karan, Michael Kors, John Varvatos, Kooba, 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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