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Women's Luxury Brand Magaschoni to Implement FashionManager ERP/PLM

Magaschoni is replacing several independent legacy software systems with RLM's FashionManager enterprise solution. The fully integrated system will be used across all concept-to-consumer processes to enable improved collaboration and process visibility.

Lyndhurst, NJ - February 25, 2011 -- **RLM Apparel Software Systems Inc.** (<http://www.ronlynn.com>) announces that women's luxury fashion brand **Magaschoni** (<http://www.magaschoni.com>) has begun implementation of the **FashionManager™** enterprise software solution at its Manhattan headquarters. The 40-user system will replace multiple legacy financial, product lifecycle management (PLM), and enterprise resource planning (ERP) systems with a single, fully-integrated business solution. Magaschoni expects this streamlined and updated computing platform to support better informed, more timely business decisions by improving accessibility and visibility of information across the design, production, sales, retail, accounting, and management teams.

*"Our existing systems were added independently over a period of 10-15 years," explained Executive Vice President and Chief Financial Officer, **Kevin Mogyoros**. "The current lack of integration limits our ability to share information and track performance in a timely and accurate manner. In RLM, we found a technologically advanced system and company that meets and exceeds all our needs with a single, comprehensive solution. With FashionManager, we look forward to gaining more control and visibility across our entire company."*

In addition to an on-premise installation at its New York offices, Magaschoni will deploy FashionManager at its New Jersey warehouse operations. Global vendor partners will also gain access to the system, while integration with existing sales and e-commerce systems will extend benefits to the company's retail channel.

"In a project that touches every aspect of the business, we knew that we needed a partner that we could trust and depend on well into the future," added Mogyoros. "We have this level of comfort with the RLM team and the technology that they deliver."

*"We are pleased with the opportunity to work with Magaschoni", noted RLM Vice President of Development, **Andy Lynn**. "We applaud the work they have done to define their system requirements and business needs. We are confident that they will leverage the full power of FashionManager to support their impressive and growing operations."*

About Magaschoni Apparel Group

Established in 1989, the lifestyle-driven company embraces the highest standards of creativity and quality. Magaschoni has evolved over the years to meet the ever-changing needs of the modern women and the changes in the rhythm of their lives. The brand is synonymous with luxury. The label consists of women's sportswear and knitwear collections made of the highest quality fabrics and yarns including silk, cotton, linen, soft wool, prints, fine stretched fabrics and most notably, cashmere. Magaschoni is known for its special attention to color such as the 42 sumptuous variety offered in cashmere, and detail like intricate beading, embroideries and specialty stitching.

Magaschoni is headquartered in New York City and the collections are available in over 800 retailers worldwide including major high-end department stores, specialty stores, and Magaschoni-owned freestanding boutiques in East Hampton, NY, Southampton, NY, Greenwich, CT, and Beauchamp Place, London.

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), order management systems (OMS), 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, Blowfish Shoes, Derek Lam, Halston, Jordache, Michael Kors, Tory Burch, Wacoal, and other leading apparel, footwear, and accessories retailers and brands.

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