

# CUSTOMER PROFILE

LAWSON AT GINI & JONY



## INDIA'S COOLEST CHILDREN'S WEAR COMPANY

The product design and development team at Gini & Jony, India's leading children's wear manufacturer, spends up to 50 percent less time recording the detail of each new range now that it is using web-based Lawson Fashion PLM.

### Business Benefits

For Gini & Jony, it now takes considerably less time to record every detail of 800 styles, 1,500 style options and 1,600 color ways. The design and development team also has more creative time than before to start thinking about new concepts for the following season in what has become an intensely competitive market.

And according to an IT system analyst at Gini & Jony, this means that "Lawson Fashion PLM will help the company grow more quickly" because more time can be spent developing a range with considerably greater consumer appeal.

"Lawson Fashion PLM contains a technical pack which enables us to record, daily, every detail in the lifecycle of each new product, including design sketches and a bill of materials," he says.

"Our design and production teams are decentralized. However, the information is transparent and accessible instantaneously from any location because the system is web-based. And everyone is confident it is accurate and up-to-date," he remarks.

The system analyst went on to say that Lawson Fashion PLM has also helped to develop improved working practices. "It has created more consistency and continuity in the way we work together internally from design and procurement to sourcing and production," he comments.

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System Analyst, Gini & Jony



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**System Analyst, Gini & Jony**

“For example, we now use common item codes throughout the design and production cycle. This enables us to communicate more quickly and accurately – making us considerably more efficient,” he adds.

“We have also extended the use of Lawson Fashion PLM to strategic vendors we have been working with for many years. They get up-to-date information from us, and if there are any changes they find out instantly. This enables them to alter production schedules accordingly. Lawson Fashion PLM is making a serious contribution to our future growth,” he concludes.

Gini & Jony is well known and highly respected throughout India, clothing children from as young as six months to 16 years. Their styles are highly sought-after, and that’s down to the creative leadership of the head of design and his strong team of 22.

“Before Lawson Fashion PLM we were somewhat disorganized compared to the way we now work together, collaboratively,” he says. “Every detail of each style used to be recorded manually on forms and tear sheets. And when we made changes they were difficult to track. We could not always be sure that everyone knew about them.”

“And at the end of each season the team used to spend up to 35 days sifting through all this paperwork, documenting each piece of information. In retrospect it was an extremely inefficient way of working,” he recalls.

“But now we have eliminated this labor-intensive process. It takes just a few minutes each day to input up-to-date information into the system; and the information is accurate and immediately available to everyone,” he remarks.

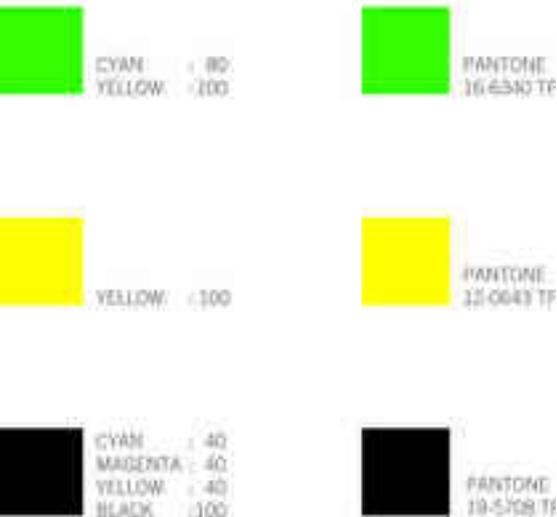
“We can see details about a single garment or the entire range at any time and make proactive decisions. For example, we can analyze the use of a particular fabric throughout the range. And we can spot, in advance, any potential bottlenecks,” explains the head of design from Gini & Jony.

“Lawson Fashion PLM also has in-built safety and contains a number of rules which ensure information can only be input if the agreed design and development process is followed.”

“We can track every second of a product’s lifecycle and make the information available, collaboratively, to everyone connected with its development, manufacture, marketing and selling,” he adds.

“And what’s more, instead of having to document each style at the end of the development process, we can use all this extra time to start thinking and planning styles for the following season.”

He went on to say that Lawson Fashion PLM has enabled him to build a reference library, which, according to a design colleague, “will play a key role in the success of future seasons.”



“Lawson Fashion PLM makes us more creative and more effective.”

**Designer, Gini & Jony**

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**System Analyst, Gini & Jony**

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**Head of Design, Gini & Jony**

“The system enables us to create a comprehensive reference source about every style we have created. This means we are better equipped to develop more appealing designs and create higher consumer demand and increased sales,” she says.

“It also makes the whole design process much more fulfilling now that we have eliminated the intensity of manually recording all the information,” she comments.

“Lawson Fashion PLM makes us more creative and more effective,” she concludes.

## The Company

Gini & Jony is India’s leading manufacturer of children’s wear, aimed primarily at three age groups – infants, kids and youths – from six months to 14 years. The company employs 2,100 people and manufactures 300,000 pieces each month.

Gini & Jony has three brands including the premium range (Freedom Wear); GJ Jeans Unltd (casual wear); and the competitively-priced range (Palmtree).

Distribution is through 107 Gini & Jony franchises, 116 shop outlets, 32 factory outlets, and 600 multi-brand outlets.

The company also manufactures under licence for other brands such as Levi’s and Benetton.

## Why Lawson?

“Quite simply, Lawson Fashion PLM is a very good system. And it interfaces well with other information sources,” says the system analyst at Gini & Jony.

“Gini & Jony is an ‘early adopter’ of this technology because the company wanted a solution to streamline the design process and reduce time-to-market,” adds Prasham Kamdar, the manager director of Ptex Solutions – a Lawson partner in India who implemented the Lawson Fashion PLM solution.

“Lawson Fashion PLM has more than exceeded the company’s objectives and it is making a tangible contribution to increasing market competitiveness.”

## The Implementation

The implementation of Lawson Fashion PLM at Gini & Jony has been the fastest on record. And according to the system analyst the reason for this was “very smart planning.”

“Lawson was selected in early August, implementation began at the end of the month, and the system was in use by mid-November,” he recalls.

“The season had already started but this was not a problem. Twenty-five percent of the design and development work for the season had already been undertaken,” he explains. “However, data on 200 products were entered within 36 hours and the design and development team began using the system immediately.”



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“The speed of implementation was only possible because senior management and the project team at Gini & Jony treated the project as a top business priority. And considerable time was invested in explaining the differences between the incumbent and new processes,” adds Kamdar.

“Gini & Jony also adopted the recommended strategies which form the foundation of the current system,” he continues.

Kamal Sharma, the president of Lawson Asia South Pacific, says that Lawson is working with specialized partners for each vertical sector, and Ptex is the partner for Lawson Fashion PLM.

“Lawson Fashion PLM is recognized as the solution designed by the fashion industry, for the fashion industry. And we want to ensure that the system is implemented by people recognized for their expertise and knowledge. That’s why we work so closely with Ptex Solutions.”

Sharma adds that Lawson Fashion PLM is designed for producers or distributors of apparel, footwear and home products.

“The solution enables brand owners, contract manufacturers, and retailers to synchronize demand and optimize production and distribution in real time,” he explains. “As a result the system enables companies to respond more quickly to changing market conditions.”

## About Gini & Jony

Gini & Jony is India’s leading brand of clothes for kids and young adults, from the age of six months to 14 years. In addition to a wide range of products, the brand also sells a range of accessories such as footwear, eyewear and belts. The company owns some of India’s most advanced manufacturing plants, which enables it to manufacture products of high quality and huge volumes each month.