



FOR IMMEDIATE RELEASE

## Two Popular Womenswear Brands Choose FashionManager Software

*RLM Apparel Software announces that noted ready to wear brands Lela Rose and Protagonist are implementing the cloud-based FashionManager enterprise software solution to manage their design-to-delivery operations.*

Lyndhurst, NJ – February 26, 2015 -- **RLM Apparel Software Systems Inc.**, solutions provider to the fashion industry's biggest and brightest companies, welcomes womenswear designer brands **Lela Rose** and **Protagonist** to the growing client list of apparel and fashion companies running on the cloud-based **FashionManager™** software. Both companies will leverage the fully integrated suite of product development, material management, fulfillment, financial, sales and business analytics solutions.

According to **RLM Vice President Andy Lynn**, *"While these two companies have unique identities and business models, they will both leverage the fully integrated Enterprise Resource Planning (ERP), Product Lifecycle Management (PLM), Materials Resource Planning (MRP), Supply Chain Management (SCM), Financials and Business Intelligence (BI) capabilities of FashionManager (FM) to manage their fast-paced and growing operations. For distribution, Lela Rose will utilize the FM WMS (Warehouse Management System) while Protagonist will take advantage of built-in integration to third-party logistics (3PL) provider Bergen Logistics. Both companies will also integrate the new system with existing ecommerce solutions to meet omnichannel sales and fulfillment needs. We look forward to helping these companies achieve their goals for streamlined processes and efficient growth."*

**Lela Rose** ([www.lelarose.com](http://www.lelarose.com)) is widely recognized for her unique aesthetic of juxtaposing refined elegance with modern whimsy, through brilliant color, beautiful fabrication and handcrafted details. With her eponymous collection, Rose has established a fresh point of view in American fashion and continues to redefine a sophisticated, yet modern lifestyle. The Lela Rose ready-to-wear, bridal and bridesmaid labels are sold nationwide in specialty stores, bridesmaid and bridal boutiques, premium retailers including Bergdorf Goodman, Neiman Marcus, Net-a-Porter, Nordstrom, and Bloomingdales, as well as the Lela Rose flagship boutique in Dallas, Texas. Lela Rose is available internationally in Canada, Europe, Russia, the Middle East, and Japan.

**Protagonist** ([www.protagonist.com](http://www.protagonist.com)) is a ready-to-wear collection that elevates the modern wardrobe. Distinguished by subtleties of form, fit, and fabrication, each piece is developed through a studio-based design process that gives classic styles new relevance and character. This unique balance of restraint and distinction results in refined silhouettes that evolve from season to season and can be worn in a variety of ways, keeping the focus on the woman who wears them.

## **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 36 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 across the entire concept-to-consumer product lifecycle.

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

RLM clients include Alexander Wang, Blowfish Malibu, Donna Karan, Halston, John Varvatos, Jordache Enterprises, Magaschoni, Michael Kors, The Row, Tory Burch, US Polo Association, and other leading apparel, footwear, and accessories companies. For more information, visit <http://www.ronlynn.com>.

###

FashionManager is a trademark of RLM Apparel Software Inc.

Media Contact:

Andy Lynn

Vice President of Business Development

RLM Apparel Software Systems

(201) 531-5959