



FOR IMMEDIATE RELEASE

CFDA Award Winning Designer Billy Reid Selects RLM Cloud Solution

Billy Reid's expansion plans include replacing its legacy non-cloud environment with end-to-end implementation of RLM Apparel Software's cloud-based suite-- from design to development, sourcing to delivery, production to warehousing, sales to financials, and everything in between.

Lyndhurst, NJ – July 13, 2015 – **RLM Apparel Software Systems Inc.** announces that Billy Reid, a leading worldwide designer and seller of luxury men's and women's clothing, footwear and accessories, will begin implementation of RLM's cloud-based solutions suite. Approximately 25-30 users will use the system's full range of capabilities across their Design, Production, Sales, Customer Service, Logistics and Finance departments, including an out-of-the-box integration to Joor.

Billy Reid's Development and Production Teams will utilize the sourcing and raw materials portion of the **RLM PLM** package to manage their fabric purchases, bills of materials, contractors, and costs. In addition, Billy Reid plans to implement **RLM's Warehousing** module for efficiency and accuracy for their warehouse operations. The foreign currency functionality of **RLM's Financials** package will facilitate invoicing and customer transactions in various countries. Billy Reid will also utilize **RLM's EDI** translation software to communicate with their network of large department store retailers like Bloomingdales, Nordstrom and Neiman Marcus.

According to Phil Henson, Vice President of Information Technology at Billy Reid, "We are building processes and compiling data that has not existed in our company's highly-segmented systems before. Having RLM's full suite of tools to power our backend, merchandising and wholesale efforts is going to make all of this possible."

"In addition, RLM's robust ERP solutions will allow us to extend our cloud-based systems into our brick-and-mortar locations and website, giving us the foundation to completely rework our systems to enhance our customer experience." Dr. Henson added.



About Billy Reid

Billy Reid is the CFDA-winning designer of luxury men's and women's clothing celebrating craftsmanship, tailoring and American manufacturing. With his flagship shop and studio headquartered in downtown **Florence, Alabama**, Billy Reid operates 12 retail shops domestically and an e-commerce site with full product offerings for men, women, footwear and accessories, with an emphasis on USA manufacturing, proprietary textiles development, and high quality construction. For more information, visit <http://www.billyreid.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 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 customers 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>.

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