



About Hokura LLC

Hokura's mission is to automate the retail supply chain for transparent CSR compliance management, so companies can hold their business partners accountable for ethical human rights, labor and environmental practices.

Our vision is to eliminate the check-box approach to CSR compliance and replace it with an ethics-based self-regulated approach, where suppliers comply because it's the right thing to do.

Visit Hokura at www.hokura.com.

About Technology Solutions

Technology Solutions is produced and managed by Urban Expositions.

Launching Technology Solutions in March of 2003, Urban Expositions has a proven track record of creating and producing information technology events for the fabric/fashion industry that deliver desired results for exhibitors and attendees alike.

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Press Release

Hokura Presents Mervyns Product Lifecycle Management Case Study at Technology Solutions

May 8, 2007

San Ramon, Calif. — Hokura LLC President Enrico Lara presented “Strategic Planning for Implementing Product Lifecycle Management,” for the Technology Solutions Panel, “Product Lifecycle Management: Integrating People, Processes and Information,” on Tuesday May 8, 2007. The panel was part of the “Three Great Events, One Great Location” conference and exhibition for the sewn products industry, held May 8-10 in Miami Beach, Fla.

Leading fashion companies are rapidly adopting product lifecycle management (PLM) to integrate departments and synchronize the extended enterprise. The result is quicker time to market and improved ability to meet consumer demand.

The American Apparel & Footwear Association's Supplier Resource Committee presented the PLM panel to showcase how leading industry brands are using technology to enable vendors, suppliers, manufacturers and retailers to collaborate on planning and forecasting design, product development, sourcing, production and delivery.

Lara's presentation offered candid insight into the Gerber Technology WebPDM implementation at Mervyn's, a family friendly neighborhood department store chain with 187 stores in 10 states. The San Francisco Bay Area company has been working with Hokura since 2005 to design, develop and implement integrated IT systems for vendor management, PLM and supply chain management.

Lara is a founding partner of Hokura, which provides value-added supply-chain integration and business process consulting for Gerber's Product Lifecycle Management (PLM) and Product Data Management (PDM) solutions. Known as “the godfather of PLM,” Lara has engaged in business consulting for major retail companies around the globe throughout his career.

For information about engaging Lara as a speaker at retail industry events, please contact him at 925-415-2359 or contactus@hokura.com.