

CDESIGN unveils new logo and brand identity: “Fashion evolves, CDESIGN innovates.”



Paris, France Jun 10, 2025 ([IssueWire.com](https://www.issuewire.com)) - CDESIGN unveils new logo and brand identity: “Fashion evolves, CDESIGN innovates.”

CDESIGN, a recognized technology player in the fashion industry, takes a major step forward in its development by adopting a new brand signature:

“Fashion evolves, CDESIGN innovates.”

This rebranding follows CDESIGN’s acquisition by Prodmode, a Canadian ERP software publisher specializing in the fashion sector. This strategic alliance paves the way for greater synergy between technological innovation, industry expertise, and international growth.

A new identity to reflect a renewed ambition

In an industry where fashion is constantly reinventing itself, CDESIGN affirms its role as a key technology partner for fashion brands seeking to combine creativity and performance.

Its new signature captures this ambition: to support the industry’s evolution with agile, intuitive, and robust solutions.

“This new signature is about more than just a visual identity. It reflects our commitment to driving the transformation of the fashion industry with powerful technological solutions designed to meet the challenges of tomorrow,” says Charles Dawes, CEO of CDESIGN.

A PLM solution tailored to the industry’s challenges

Designed specifically for the fashion industry, the CDESIGN PLM solution enables intuitive collaboration among design, development, and production teams. It ensures smooth and structured collection management from concept to launch. Thanks to its agile architecture, it facilitates real-time decision-making and integrates seamlessly with existing digital environments.

Prodmode x CDESIGN: a strategic alliance

The partnership with Prodmode brings CDESIGN enhanced resources, broader expertise, and stronger international market presence.

This alliance builds on the complementarity of their solutions: CDESIGN PLM streamlines and optimizes product development from initial sketch to production, while Prodmode’s ERP takes over to efficiently manage sales, procurement, costing, and manufacturing.

This is just the beginning

This new identity marks the beginning of a new chapter. CDESIGN will continue to develop its solutions in close alignment with fashion brands’ needs, with a commitment to continuous innovation and strong client partnerships.

About CDESIGN

CDESIGN is a leading provider of PLM solutions for the fashion industry, helping companies manage the entire product lifecycle. Its innovative tools streamline collection management, improve cross-team collaboration, and reduce time-to-market. With an agile approach and powerful features, CDESIGN enhances companies’ responsiveness and competitiveness in an ever-evolving industry.

Website: www.cdesignfashion.com

Press contact: contact@cdesignfashion.com

Media Contact

CDESIGN

*****@cdesignfashion.com

+33 1 55 34 36 36

Source : CDESIGN

[See on IssueWire](#)