



E.L.S.E. - Exclusive Luxury Shopping Experience

E.L.S.E., the acronym for *Exclusive Luxury Shopping Experience*, is a new concept set to realize the “Virtual Retail” business model, defined and developed by **ELSE Corp.** It represents a turning point for the future methods and new innovative strategies not only of retail sales, but also in the design, production, distribution and marketing of fashion goods. The new consumer trends that strongly impact the world of fashion retail are increasingly more characterized by digital technologies, the desire for uniqueness & personalization, as well as the use of cloud platforms, 3D scanners, 3D printers, virtual interfaces and customer fidelity programs.

E.L.S.E. VIRTUAL RETAIL is an innovative hi-tech industrial process that not only proposes a new platform for the visualization of e-commerce, but also identifies a new ambition for the traditional brand stores, powered by a new shopping experience and cutting edge technology. The objective of the transformation of brand sales channels, from the retail point of view, is to create new concept spaces or virtual corners within brick and mortar stores, where the “new customer experience” or VIRTUAL SHOPPING, focussed on bespoke and customizable products created by brand designers, can be realized.

E.L.S.E. is a SaaS platform for “mass personalization” of luxury fashion products, that covers the entire process from virtual sales to adaptive manufacturing. It integrates the related services to realize the complete chain of the “**industrial made-to-order**” model, allowing brands to offer a bespoke industrial range of products, manufactured upon request from a customized product order. This approach is the most effective way to combat over-production & heavy inventory, to create a *smart supply chain* to increase one’s own brand awareness and to optimize tomorrow’s technological involvement. It allows for greater multi-directional interaction and personalization with top products at a competitive price, combining new forms of capsule collections with unique and unusual pieces and inviting new talents to show off their creativity. The aim is to create new trends and to risk, in order to invest in those future realities that will substitute most of the current shopping habits

The Michela Rigucci project powered by E.L.S.E. is meant for and interesting not only for stores and showrooms, but also other commercial spaces such as malls, gyms, airports, hotels, etc.

ELSE Corp is an Italian startup that since 2014 has been developing a technologically advanced SaaS platform, focused on providing an extraordinary Customer Experience, able to support Virtual Retail dynamics integrated with all its characteristics - from Interactive Visual Merchandising for customized sales to ERP and on-demand production - into brands’ and retailers’ e-commerce platforms. ELSE’s tech team boasts a strong collaboration with an important European System Integration company that combines a superior knowledge of ERP systems and of the production process management. The second part of the team is working on Design and the User Experience of the Interactive Visual Shopping processes, developing a revolutionary tool for brands and designers that will allow them to sell their exclusive and customized products, starting from 3d models, both off and online, in a totally innovative way. All this has been achieved starting from the research carried out by ELSE’s Innovation Team, using the most advanced techniques in this sector, such as 3D Design and Visualization, tools positioned on the cloud and integrated with 3D CAD design and simulation software.

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