



## **E.L.S.E. rEvolution: ELSE Corp returns to MICAM**

*Presenting a new version of E.L.S.E.™ and the MTM Club™*

**Milan, 2 September, 2016:** Following their success at MICAM this past February, ELSE Corp returns for the second time in a row this year to **MICAM from the 3<sup>rd</sup> till the 6<sup>th</sup> September 2016**. Since their first collaboration with Luxury Shoe brand Michela Rigucci, ELSE Corp, a Virtual Retail platform and service provider company in Milan, Italy, and their E.L.S.E. SaaS Cloud platform, have evolved significantly. The new clients and industrial partners have given the company the opportunity to experiment with, improve and further develop their virtual retail business model. ELSE Corp's focus is on innovating within the **100% Made in Italy manufacturing industry for apparel and footwear**, and enriching it by blending traditional methods with new technologies & business models.

The company takes this opportunity to showcase at MICAM a new version of their **Cloud based 3D Product Configurator** and **Made to Measure** sales support platform, based on a proprietary, **patent pending**, MTO (made to order) process and the **Customer Experience of Virtual Shopping**. The new version of the software features improved 3D visualization modes & user interaction interfaces. Visitors will get to experience and witness first-hand the core elements that are integral to deployment of the E.L.S.E. cloud platform in a physical space.

- **Virtual Boutique 3D app:** the first point of contact with the E.L.S.E. platform - a digital representation of the brand's retail space, navigable via embedded hotspots
- **Virtual Catalogue 3D app:** a navigable catalogue of all shoppable virtual products
- **3D Product Configurator:** customers can view and select configuration options for a selected 3d product
- **3D foot scanner hardware & related tablet app:** to gather the customer's measurements
- **Sales Assistant's tablet app:** a remote device to navigate through the options and make selections

The occasion also marks the first introduction to the public of the company's **B2B2C Direct to Consumer** initiative **MTM Club™** a multi-partners commercial spin-off by ELSE Corp, aiming to setup a directly managed Virtual Distribution & Sales Network for niche markets, operating worldwide through its varied regional sales partners. Essentially, this new 'virtual retail' operator will be offering a complete B2B2C service from technology to operations and from sales to manufacturing integration, powered by E.L.S.E. and managed directly by ELSE Corp and its partners.

ELSE Corp in a collaboration with **Thierry Rabotin** ([www.thierryrabotin.com](http://www.thierryrabotin.com)), their new industrial partner, will be showcasing a demo of the new version of the 3D Shoe Configurator at the Thierry Rabotin stall V22 V23 V36 V37, PAD 1.

**For more information:** <http://www.else-corp.com/>

*ELSE Corp, a Virtual Retail company, is an Italian B2B startup developing E.L.S.E. (Exclusive Luxury Shopping Experience), a New Customer Experience driven innovative SaaS cloud platform for Virtual Retail, Virtual 3D Commerce and Cloud Hybrid Manufacturing. We work to make it easier for fashion companies to engage with their customers in an interactive, omni-channel and new VIRTUAL way.*

### **Contact Information:**

Else Corp Srl: Andrey Golub  
Co-founder & CEO, [a.golub@else-corp.it](mailto:a.golub@else-corp.it), +39 340 1493447