



“My Thierry” by Parabiago Collezioni at the MICAM 2017, powered by E.L.S.E.
Make Way for a new age in footwear customization

Milan, 9 February, 2017: The Virtual Retail company ELSE Corp celebrates its return to the MICAM this February, again as a technological partner of a 100% Made in Italy footwear brand Thierry Rabotin, by Parabiago Collezioni. This time around, the innovative brand will be launching their pioneering retail customer experience project and collection called “My Thierry” – a brand new service providing plenty of opportunities for shoe customization and a higher level of brand loyalty as well as a unique engagement tool for department stores and sales partners of the brand.

Developed by ELSE Corp, the E.L.S.E. (namely, Exclusive Luxury Shopping Experience) Cloud SaaS platform bearing the company’s name, effectively blends the benefits of both online and offline services, introducing a new era of “Virtual Couture” for premium and luxury fashion brands. Through the 3D Virtual Boutique application, connected to the E.L.S.E. Service Cloud and Virtual Retail Management Network, a customer can explore in store (also online in the nearest future) the brand’s entire virtual collection, pick out a specific model and then choose specific finishes and details with the support of interactive and realistic 3D visualisation technology: not only colour and material, but also, for instance, the features of the upper, of the heel, the insole as well as of the accessories, view the customized product on a virtual avatar and inside a realistic environment. This cutting-edge initiative furthers the development of the concept of large-scale product customization, bringing the value of craftsmanship and unique customer experience in the age of mass production to the forefront once again.

Parabiago Collezioni – a shoe factory specialized in the manufacturing of top-quality products entirely Made in Italy – with this launch, is motivated to give to all women on the lookout for a luxury product, the chance to own a custom-made shoe of a superior quality and produced uniquely on demand, especially conceived to meet all their style and fit preferences. This innovative project is perfectly in line with the brand’s corporate philosophy, aimed at making women happy by giving life to creations that skilfully combine exquisite design with the utmost comfort, paying constant attention to the customer’s anatomy and the wellbeing of their feet.

Unique style, perfect fit, superior quality, made to order: these are the new values pushing the fashion industry towards a sustainable and progressive future.

Visit the stall at Pad. 1 N29 P30, FIERA MILANO RHO from 12 to 15 FEBRUARY 2017

For more information: <http://www.else-corp.com/mythierry-micam2017>

ELSE Corp is an Italian startup based in Milan, founded in 2014. Since then, the company has been working on designing and developing a technologically advanced Cloud SaaS API platform for Virtual Retail or no stock retail for the Apparel & Footwear industry. The platform E.L.S.E., Exclusive Luxury Shopping Experience is aimed at providing an extraordinary Customer & Shopping Experience in 3D (applications, web, mobile apps, Virtual Reality, Augmented and Mixed Reality environments), that supports at its core Mass Customization and cloud based hybrid & distributed Manufacturing services, integrating all their components and processes into brands' and retailers' e-commerce, CRM, ERP and PLM systems; from 3D Design and Interactive Visual Merchandising for customized and MTM sales, to on demand production.

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