



E.L.S.E. goes Green

ELSE Corp and Fera Libens to anticipate the Era of Green (Virtual) Retail at Futura City 2016

Milan, 17th October, 2016: 3.200 m.sq. of the *Future* were present in Milan on the 13th October at **Futura City**, Italy's first national event on technology for the **Smart City** <http://www.smartcity-futura.it/>, and ELSE Corp in collaboration with Fera Libens, provided the **smart & green - Virtual Retail**.

Fera Libens is an innovative, sustainable brand that sells footwear made from **100% animal-free** alternatives to leather: **microfiber** and **Alcanatara®**. The brand's choice of materials is a conscious one, in an effort to orient consumer behaviour towards **a higher responsibility to the environment and animals while still valuing Italian traditional artistry**. Their collaboration with ELSE Corp is a further step in their effort towards creating *smart* products in a responsible way.

ELSE Corp's **Virtual Retail** or '**no stock retail**' model facilitates the efficient production of **customizable, made to order, on demand products**. In the words of the Co-Founder & CEO of ELSE Corp, Andrey Golub, "*we believe that **the future of quality and intelligent retail** is all about on-demand and made to order models*". This is not only a smart strategy for the retail industry but also a **green vision** for the future of fashion retail. ELSE Corp is focused on innovating the **100% Made in Italy manufacturing industry for apparel and footwear** and enriching it by blending traditional methods with new technologies & business models, in an efficient and sustainable way.

Francesco Virtuani, Co-founder of Fera Libens said that "ELSE Corp is an ideal partner to realize the company's ambitions", because "it's a 100% match for the **shared values**, such as being relevant to the market and customers, being a new sustainable model for the fashion industry, respect for nature, respect for craftsmanship and quality".

The response at the event was **very enthusiastic** and the visitors provided **useful feedback** that fortified the company and the brand's focus and efforts towards providing Green Virtual Retail in a responsible way.

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.

For more information: <http://www.feralibens.com/>

Fera Libens is a brand of footwear, but also the expression of a philosophy. The footwear we make is aimed at satisfying customers who are committed to and aware of sustainable consumer and animal-friendly lifestyles, without sacrificing style and quality. The name of our brand means "Happy Animal" in Latin, to remind us of Italy's cultural heritage and compassion for animals. The brand is conceived for those who want to enjoy life and its humble daily pleasures: taking a leisurely walk to admire the world around you, and discovering new and beautiful places like the countless towns set in Italy's landscape like small jewels that make it unique.

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