



## ELSE TALKS INDUSTRY 4.0:

*ELSE Corp's CEO speaks about the Direct to Consumer Model for Mass Customization at Explore Talks*

**Milan, 3 October 2016** – To continue the company's event packed streak this past September, on the 5<sup>th</sup> October, Andrey Golub, Co-Founder & CEO of **ELSE Corp**, a *Virtual Retail* company, has been invited to speak at **Explore Talks** <http://exploretalks.com/> a format of events to foster contamination and inspiration, powered by Coppa+Landini <http://coppalandini.com/>, design-driven innovation consultancy and startup studio.

This particular edition, **Explore Talks on Manufacturing 4.0**, is the eighth edition to be held in Milan and is part of **Design City Milano** [www.designcitymilano.it/](http://www.designcitymilano.it/) a series of events dedicated to spreading and promoting the design culture in Milan. The speakers will be addressing the radical paradigm shift in the manufacturing industry, the result of the ever increasing interaction between industrial production and information technology. ELSE Corp is proud to be invited to participate alongside the other esteemed guests: Francesco Inguscio- CEO Nuvolab, Emilio Genovesi - AD Material ConneXion Italia and Gianni Pelizzo - Industry 4.0 Corporate Director Tech Edge Group.

At the event, ELSE Corp's Co-Founder & CEO, Andrey Golub will speak about the company's **Direct to Consumer** model for **mass customized made in Italy** products as the **future of fashion retail** and the importance of Industry 4.0 and **hybrid manufacturing** to facilitate it. He will elaborate on the company's focus: to innovate within the **100% Made in Italy manufacturing industry for apparel and footwear** and how the company plans on enriching it by blending traditional methods with new technologies & business models.

The event is free to attend but registration is required, it will take place at **Via Copernico, 38 Milano, on Wednesday the 5<sup>th</sup> October, 2016, at 19.15.**

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.*

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