



Bologna Business School to endorse Virtual Retail and E.L.S.E.

BBS groups interested to collaborate on ELSE Corp's Direct to Consumer Service Delivery and Supply Chain models

Milan, 10th October, 2016: ELSE Corp's project proposal about a new supply chain and retail service delivery models for luxury fashion has been selected along with around 50 others from the fields of Italian excellence, to be presented and discussed during the **Start Up Ecosystem Day** at Bologna Business School on Tuesday, **11th October, 2016**.

The objective of the event is to put into contact the most innovative **regional startups** and companies with students from the BBS Global MBA <http://www.bbs.unibo.it/hp/global-mba/> and Executive Master <http://www.bbs.unibo.it/hp/master-executive/> - about 120 students from 30 different nations, who will work on the proposed projects. The day is dedicated to sharing ideas and projects and to attracting the attention of institutional **investors, managers and entrepreneurs** from BBS's business network who will also be present at the event.

From 14:00 to 16:00 the various startups will present themselves to the students and others present at the event and then, from 16:00 to 18:00 the students and startup founders will be separated into the different thematic working groups to discuss the project ideas and collaboration opportunities in more detail.

ELSE Corp's proposed project is related to their **Direct to Consumer** Service Delivery & Supply Chain Model for **Fashion Retail** and **Industry 4.0**, that they are in the process of developing, and testing on the market of "**100% Made to Order & Made in Italy**". The project proposed, entitled, "*From MASS CUSTOMISATION to ON-DEMAND MANUFACTURING: the role of dynamic SUPPLY CHAIN for the new market scenarios for Fashion Retail in the era of Direct to Consumer Marketing and Hybrid Manufacturing*", has already piqued the interest from 7 students, who confirm their interest to collaborate with ELSE Corp.

The event will take place on the 11th October, 2016 – from 14:00 to 19:00 at Bologna Business School, Villa Guastavillani, Via degli Scalini, 18 – 40136 Bologna – Tel. +39 0512090111 <http://www.bbs.unibo.it/hp/>

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:

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