



Virtual Retail at #ItaliaDigitale

ELSE Corp to showcase their Virtual Retail solution at Corriere della Sera's event Italia Digitale

Milan, 8th November, 2016: ELSE Corp was one of the three startups selected by PoliHub, the industrial startups incubator by the Polytechnic of Milan, to participate in the **Corriere della Sera's** event: **#ItaliaDigitale**, at the *UniCredit Pavilion, Piazza Gae Aulenti, in Milan* on the 8th November 2016. <http://www.corriere.it/italia-digitale/>

Italia Digitale was a two-day long event that began on the 7th November, focused on the panorama of digital technology in Italy. The first evening, attended by some of the protagonists of the Italian innovation landscape, dealt with how technology and digital services are simplifying and making our lives smarter.

Part of the second day was spent in discussions with students on the role of technology in the future of education and work. After which, Marianna Madia - Ministro per la semplificazione e la pubblica amministrazione – Minister for the simplification and public administration, tackled the issue of how the people of Italy are open to digital technologies intervening in their lives and assisting them, and how the country can cater to them in that respect. The day also saw several digital based entertainers from around Italy and concluded with a talk by Ignazio Visco, Governor of the Bank of Italy.

ELSE Corp played its part, showcasing the latest version of their Virtual Retail corner concept for footwear companies, focused on selling the made in Italy products in a Virtual way, using high end 3D technologies to enhance the traditional shopping experience and manufacturing process for footwear. Visitors were introduced to E.L.S.E., the company's cloud based SaaS 3D Configurator and Virtual Boutique apps for Virtual Retail, as well as a video scenario that elaborated on a customer's virtual shopping journey to better illustrate ELSE Corp's innovative idea for the future of shopping (*available here: <https://vimeo.com/183853030>*)

More information about ELSE Corp: <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.