



Meet ELSE Corp through the Fashion Pitch: RE-DESIGNING THE FASHION CHAIN

Milan, 15th November, 2016: ELSE Corp, a Virtual Retail *platform & service provider* startup company from Milan, Italy, pitches on stage tomorrow, **16th November at about 10:20 am** during the 4th edition of **the Fashion Pitch** at Decoded Fashion Milan 2016, in front of an esteemed panel of judges, top fashion & luxury industry experts and investors. The company is the **only Italian startup** to have been selected, along with four other international fashion tech startups. This year's competition for international start-ups in the tech-fashion field has a unique challenge: **powering the Fashion Chain forward**.

ELSE Corp designs and develops a **Cloud SaaS API platform for "Virtual Retail"**, integrating all related processes from **3D Design**, to **Interactive Visual Merchandising** for **customised** and **MTM sales**, to **on demand production**. The company's commitment to providing the fashion industry with an innovative vision and platform, is in line with the brief for the competition which called for "*a solution that is ready to **bring the industry to the next level**, with a particular focus on product development, production and the commercial phase of both textile and fashion collections*". The shortlisted startups bring "*ideas that broaden the range of research and production possibilities, **opening new options to further both fashion creativity and sales engagement***" and propose ways to "*reduce time-to-market, error margins, material wastage, and costs in general*".

ELSE Corp is in the running, and winning would mean benefiting from full access to a **special Mentorship Programme by Gruppo Miroglio**, one of the most innovative fashion companies supporting innovation. In addition to valuable consulting insight and support, it could also lead to the eventual implementation of the startup's solution within the Gruppo Miroglio.

Fashion Pitch: <http://milan.decodedfashion.com/thefashionpitch/>
#DFMILAN

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.

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