

ELSE Corp & E.L.S.E.

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.

ELSE Corp is a **B2B Platform and Services provider**:
www.else-corp.com



Mass Customization & Industrial Made to Measure

E.L.S.E. an acronym for "Exclusive Luxury Shopping Experience", is a virtual commerce SaaS platform and related process, that can be integrated into any brand environment, to sell virtually customisable, made-to-measure, industrial made-to-order products.

www.else-corp.com



ELSE CORP
 A VIRTUAL RETAIL COMPANY

www.else-corp.com



MTM CLUB
 A DIRECT TO CONSUMER MERCHANT

www.mtm-club.biz



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Virtual Retail (VR)

Virtual Retail (or "no stock retail") in the E.L.S.E. philosophy means essentially 3 things: **Made to Order** (MTO) as a new operational model for the whole retail chain, **Industrial Made to Measure** (MTM) as a main competitive advantage for quality manufacturing, and "tailor made" **Product Mass Customization** as one of the biggest luxury consumer retail trends for the future of fashion retail.



VR Distribution

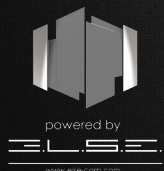
Virtual Distribution (or *VR Distribution*) is a new retail service model that provides brands, retailers and manufacturers with a **New Channel** through which they may sell their **Virtual Collections** of *Customisable and Made-to-Measure products*, in a completely virtual way (no stock, just made to order) or in a **hybrid way** (a mix of physical, e-commerce and virtual sales).



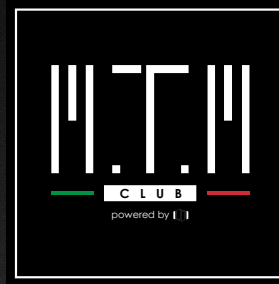
VR Franchising

Similar to traditional **Franchising Sales**, **Virtual Sales Franchising** (or *VR Franchising*) is based on a network of partners' locations. However, in the case of **Virtual Sales**, the partners will distribute and sell locally to their customers and visitors the **Virtual Collections** of a brand or multiple brands, designers, retailers or white label manufacturers, with help of a *Virtual Retail Station* or **Virtual Console**, a Virtual & Visual Shopping tool (hardware + software) which is connected to the E.L.S.E. **Virtual Retail Cloud platform** for the service delivery and sales management.

Any VR Distribution may be owned by a Brand, Retailer, Manufacturer, or shared/ mixed, directly or as VR Franchising.



"Powered by E.L.S.E." is a distinctive mark for luxury, fashion, design brands, merchants and manufacturers, that decide to adopt the industrial made to order processes and operate the E.L.S.E. SaaS platform, in cooperation, licensing or partnership with ELSE Corp, in a pay per use (or revenue sharing) mode.



MTM Club ("**Made to Measure Club**") trademark, is a unique multi-partners commercial **B2B2C** spin-off by ELSE Corp, aiming to create a directly managed **Direct to Consumer** VR Distribution & Sales Network for **Niche Markets** (such as *Wedding, Gala, MySize, Business, Traditional, Kinder, etc.*). Set to operate worldwide through its various regional sales partners - from *local beauty salons, hotels, boutiques, specialized locations, niche retailers, to large luxury retail chains and distributors.*

MTM Club could be seen as a "**virtual retailer**" for "**Made to Measure & Made in Italy**" powered by E.L.S.E. and managed directly by ELSE Corp and its partners. It is also set to provide a **complete B2B2C service offer** (from technology to operations, from sales to manufacturing integration) for ELSE Corp's new and existing clients, to be cross-integrated with the main **B2B service** offer to the brands with **owned VR Distribution**.

HOW IT WORKS



MTM CLUB MEMBERSHIP



"Wedding Chic" is the first cross-brand international **commercial project**, launched by ELSE Corp as part of **MTM Club** initiative, a multi-partners market test for **Virtual Retail Franchising** model. It targets the **Wedding Fashion** niche market for elegant men's & women's wedding apparel, shoes and accessories brands and manufactures through a special format, exclusively designed **Wedding Salon Corner**, branded as **"MTM Club-Wedding Chic"**. Offering customers the best of Made in Italy in Made to Order, Customized and Made to Measure, to be distributed over the global **VR Franchising Sales Network**, managed by ELSE Corp and its commercial partners.

