

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. More info at virtual-retail.org



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 Customizable 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).



Mass Customization

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 customizable, **made-to-measure**, industrial **made-to-order** products.

ELSE-ware™

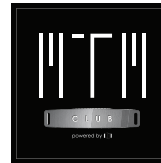
ELSE-ware is a cloud based **Hybrid & Distributed Manufacturing** middleware for apparel & footwear, built on top of the E.L.S.E. SaaS Platform, open for integration or extension. **else.shoes™** is the first industry solution based on E.L.S.E. and ELSE-ware, integrating **mass customization**, industrial **made to measure** and **on demand manufacturing** for the footwear industry.



"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.



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.

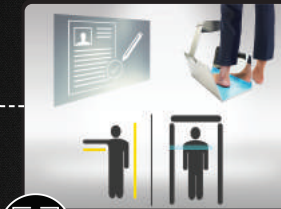


MTM Club ("Made to Measure Club"), is a unique multi-partners commercial **B2B2C** spin-off by ELSE Corp, aiming to create a directly managed **Direct to Consumer** VR Distribution & Sales Network for Fashion **Niche Markets** (Wedding, MySize, Business, etc). Set to operate worldwide through its various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



else.shoes™ is an industry solution for the footwear sector, based on E.L.S.E. and ELSE-ware. It enables mass customisation, industrial made to measure and on demand production.

HOW IT WORKS



3D Scanning



Customization



Cross Sell



On Demand Manufacturing

else.fashion™ is an industry solution based on E.L.S.E. and ELSE-ware, integrating mass customization, made to measure and on demand manufacturing for the apparel industry.





Real-time Fashion System

Virtual Couture Fashion™, is a Real Time Fashion System. It proposes a new technology and approach to fashion design, retail and manufacturing. It enhances the customer's virtual shopping experience and optimizes the Virtual Retail production chain using 3D & 2D CAD teamed with AI, machine learning, deep learning & procedural modelling. More info at virtual-couture.org



MyStyle

MyStyle.cloud is a product style customization module and its related SDK, built as a Universal cloud-based 3D Product Configurator, based on proprietary multi-patent pending processes. Currently MyStyle is applied to the **else.shoes™** and **else.fashion™** commercial products.

MySize

MySize.shoes™, a patent pending method, is an **AI-powered** virtual sizing and industrial Made to Measure production optimisation service related to footwear manufacturing, integrating **CAD models** and **3D frameworks**. It is comprised of a set of algorithms, internal and from partners of ELSE Corp that optimise the customer experience related to detection of their unique fit. It adds to the personal style and size formula of a customer. It is based on ELSE.ai and integrated into E.L.S.E., as well as the **Virtual Couture Fashion™**.

DIY&AI

DIY&AI is a set of Machine Learning based individual style and individual size recommendation services, extending the functionality of **MySize** and **MyStyle** modules powered by E.L.S.E., part of the **ELSE.ai** framework, and also one of the core services of the **Virtual Couture Fashion™**.



ELSE CORP
A VIRTUAL RETAIL COMPANY

www.else-corp.com



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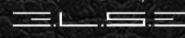
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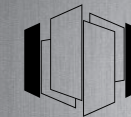
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Virtual Retail Platform & Service Provider



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E.L.S.E.



E.L.S.E.

WARE



MyStyle

VRxVR



MySize

MySize

