

[Accedi](#)

## ELSE CORP PARTICIPATED AT CONVENTION 4.0 BY VAR GROUP


 (/Page/1501/else-exclusive-luxury-shopping-experience)

AGENZIA/CORPORATE: ELSE CORP- A VIRTUAL RETAIL COMPANY


 (/agencies/1436/else-corp-a-virtual-retail-company)

ACCOUNT

ANDREY GOLUB



(/peoples/5654/andrey-golub)



Condividi i tuoi feedback



ELSE Corp Participated at Convention 4.0 by VAR Group

ELSE Corp Participated at Convention 4.0 by VAR Group

press release

## ELSE Corp Participated at Convention 4.0 by VAR Group

### *Introducing their "Virtual Bespoke Atelier 3D"*

**Milan, May 17, 2017:** ELSE Corp participated at VAR Group's event [CONVENTION 4.0](http://blog.else-corp.com/2017/04/living-transformation-meet-else-corp-at-the-innovation-plaza-convention-4-0-by-var-group-15-16-may-2017/) (<http://blog.else-corp.com/2017/04/living-transformation-meet-else-corp-at-the-innovation-plaza-convention-4-0-by-var-group-15-16-may-2017/>): *Living Transformation*, a B2B annual meeting for the company's partners and clients, giving participants the chance to experience, first hand, the revolution that Digital Transformation is bringing to businesses. The Virtual Retail startup from Milan was situated in the Innovation Plaza area of the Convention space, labeled "3D Experience", along with other selected startups. Through demos and videos, participants got to experience their new ideas and solutions for the future of fashion retail and new customer experience.

The startup showcased their vertical industry solution **else.shoes™**, that integrates mass customization, made to measure and on demand manufacturing for the footwear industry; and their new **Virtual Couture Fashion** platform and 3D Products Configurator for Apparel, similar in structure to **else.shoes™**, which allows multi-product configuration and gives customers the chance to simultaneously configure an entire head to toe look. It integrates different levels of avatars for customer profiles (realistic avatars, biometric avatars, statistical avatars), and is connected to 3D body scanning platforms. Both solutions are based on **E.L.S.E.™** and **ELSE-ware™** framework platforms, in active development by ELSE Corp. At the event, the startup also showed an **Augmented Reality** version of their 3D Configurator and cross sale tools for fashion retail, where customers could customize products by pointing a tablet at codes on samples, accessories and physical materials to see their customized or related products visualized as interactive, high-quality 3D models and holograms on mobile device.

*ELSE Corp has created a revolutionary concept in terms of shopping experience, combining the best advantages of online shopping with the true customer experience of physical shopping. Through their Cloud SaaS platform, the company promotes the concept of large-scale customization, bringing to the fore the value of craftsmanship in the era of mass production and setting new standards for luxury and fashion retail.*