



Michela Rigucci

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Virtual Franchising  
by Michela Rigucci

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## Virtual Franchising by Michela Rigucci

### *Project Presentation*

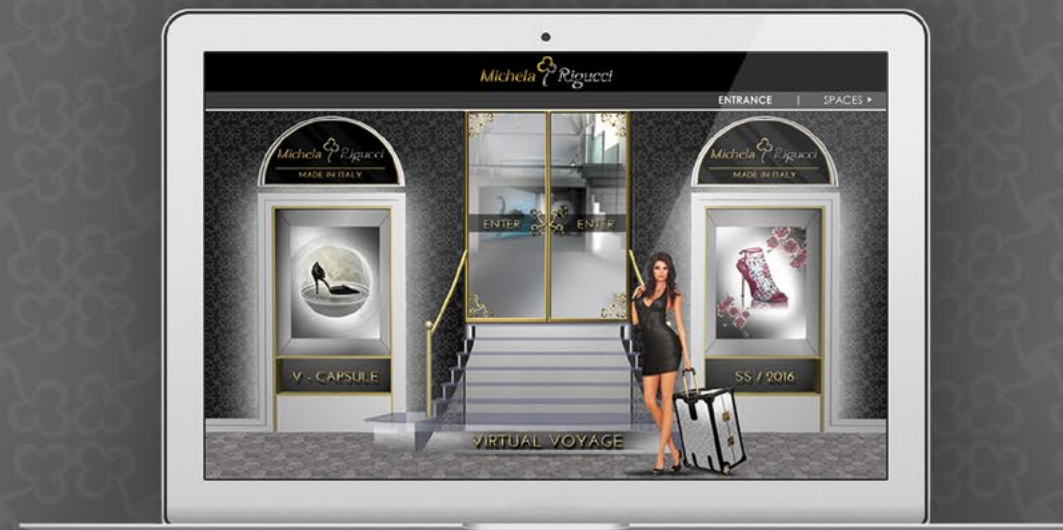
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Michela Rigucci presents a new project for the industrial production of custom tailored and made to measure women's footwear, 100% Made in Italy, realized as virtual franchising model.

Following the evolution of luxury consumer market, Michela Rigucci has created, in partnership with ELSE Corp, a highly innovative industrial process, in which the customers will be able to personalize designer's shoes and have them tailored just for them, by using the new tool for virtual sales Console, available to franchisee partners of the Brand.

From Virtual Boutique, 3D application of the Console, it will be possible to access information about the brand, shop seasonal and capsule collections, with each model categorised by type, and giving the customers an opportunity to complete personalised purchase with help of a top notch 3D configurator and connected to it 3D feet scanner.

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## New Website: Virtual Boutique

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The Virtual Boutique welcomes customers on Michela Rigucci's redesigned website to discover the Virtual Capsule collections, seasonal collections and the Virtual Voyage.

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## Virtual Console

*Service innovation for the Made in Italy quality*

Virtual Console is the instrument through which it will be possible to accomplish a new concept of sale and a new purchase experience.

The foot scanning for made to measure option is realized with help of an integrated 3D feet scanner, located in the bottom part of the Console, which allows the company to build a unique tailored product for each customer's feet.

## How It Works

Through the Console, customers will be able to access virtual boutique and do the following:

- select models in the "tailored" section and proceed towards customization process, based on their **style preferences**, choosing materials, colours and accessories;
- access the four "Capsule" collections per year - customizable with an ample choice of materials, colours and accessories - which will be automatically made available on the virtual boutique platform on a set schedule;
- browse the whole catalogue, on sale by traditional standards, select the desired model and purchase it via e-commerce.



# THE V - VOYAGE ITINERARY



## Virtual Voyage

The new virtual business model, which premiered at Micam in February 2016, will be shown through a "Roadshow" that will start in Milan, will continue in Shanghai during fashion week from 8 to 11 April and then in the main international cities like New York, Dubai, Moscow, Berlin, Paris ending in Rome at the end of the year with the opening of the new boutique "Michela Rigucci".



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