

Stentle, an M-Cube group company, has created the Pitti Connect platform for the digitalization of all the trade shows in September

The Pitti Connect platform, which will let exhibitors be present with their complete product catalogue and allow buyers to manage their orders, optimizing business and boosting networking between companies, has been online since 16th July

Milan, 27 July 2020 - **Stentle**, the Italian company which is specialized in Omnichannel solutions and belongs to the **M-Cube group**, a leader in the services of digital engagement for in-store communication, in collaboration with Openmind, an Italian company active in digital transformation, has created **Pitti Connect**, Pitti's digital platform to boost networking and the business of trade shows. The platform has been online since 16th July. Openmind, already part of the strategic steering, oversaw the design and technological implementation of the platform.

The solution proposed by Stentle is based on the proprietary technology **Just Commerce**, a product aimed at the retail world to **provide the customer with a concrete demonstration** of how the reality of the point of sale is undergoing a radical change and will continue to evolve in the next few years.

Thanks to Just Commerce, the **digital showroom becomes an instrument that can manage the sale cycle between the Fashion Brand and the Buyer through various channels** (digital and physical), automating the processes of order collection and allowing data to be collected that can offer new starting points of interpretation on the trend of the sales campaigns and possible optimizations. The strategic Pitti partnership is translated into a **roadmap of digital services** to gradually be put on the market, including, by way of example:

- **Digital Catalogue**, which gives Brands the possibility to publish their product catalogue and collect the purchase orders from buyers (released on 16th July)
- **B2B E-Commerce**: activation of a channel of mono- and multi-brand order acquisition and management
- **Sales Agents App**: activation of an app for the sales agents with extension of B2B e-commerce

With this platform developed especially for Pitti, Stentle allows renewing the world of B2B, leveraging instruments and innovative technologies that let business not only continue during the temporary absence of physical trade shows, but also to soon make the **sales process more efficient thanks to the process of digital instruments in the context of the trade show**.

The platform, launched in mid-June and online on the pittimmagine.com website since 16th July, will give exhibitors at all the Pitti Immagine shows (Pitti Uomo, Pitti Bimbo, Pitti Filati, Fragranze and Super) the chance to increase their visibility, fostering networking with the contacts all over the world, to have support in order management, and allowing buyers and retail operators to come into contact with the exhibitors, organize meetings and access the collections in video or through a virtual showroom.

Alexio Cassani, CEO of Stentle: *"The start of the collaboration between Stentle and Pitti may be traced back to 2017 when Pitti selected us as one of the most promising start-ups in the Fashion-Tech area. In the meantime we have grown and we have joined the M-Cube group: today we are very proud of having been able to consolidate the partnership between our two companies thanks to this initiative which comes at a time when the courage to invest for change is definitely put to a harsh test by a situation that is anything but*



simple. I am convinced that with projects like these we can bring out the best, guaranteeing continuity for the business and therefore benefits for the whole ecosystem.”

Raffaello Napoleone, CEO of Pitti Immagine: *“Thanks to Stentle, we have been able to produce a real marketplace in a very short time and in advance with respect to the schedule: we thank the company for their generosity and sharing of the objectives. It was intense teamwork - by the IT and digital departments of Pitti Immagine, The Big Now agency for the site design, the project and technological collaboration of Openmind, and the important contribution of Stentle – thanks to which we have been able to appreciate the extreme technological progress of Stentle, which we are convinced has put Pitti Connect in a highly advanced position in our sector.”*

Stentle

Stentle, part of the M-Cube group, is a company which has the goal of providing its clients with the instruments to be able to deal with omnichannel initiatives in the world of retail, mass retail and tourism. Founded by a team of former consultants and company executives, it has created the Just Commerce platform that can bring the benefits of the online world into the physical world, both for the sales assistants and the end customers. Stentle can support the brands and retailers to redesign the Customer Experience, adapting it to the customer targets and implementing it through the Just Commerce platform.

<https://stentle.com/>

M-CUBE Digital Engagement

M-Cube is the Italian company and leader in Europe in retail digital engagement: through a portfolio of solutions that go from **in-store radio** to **digital signage**, from **interactivity and mobile applications** to **innovative platforms of applications and services to enrich the bricks-and-mortar store with all the potential of digital**. M-Cube develops innovative digital solutions to improve the capacity of Retail to serve, involve, increase loyalty and communicate with their customers. With offices in **Milan, Trieste, London and Paris, Amsterdam, Shanghai and Hong Kong, Madrid, Brussels and Frankfurt**, an operative branch in **New York** and a consolidated network of global partners, today M-Cube manages over **400 clients for over 45,000 points of sale all over the world** in the Fashion & Luxury, Retail, Finance & Insurance, Hospitality, Mass Retail and Automotive sectors.

<https://mcubeglobal.com/it/>

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