**New trajectories for retail: Startups that are revolutionising distribution**

**IN THE DYNAMIC RETAIL LANDSCAPE OF FOOTWEAR, BAGS AND ACCESSORIES, NEW STARTUPS ARE EMERGING WITH INNOVATIVE PROPOSALS THAT PROMISE TO REDEFINE THE RULES OF THE GAME. FROM ARTIFICIAL INTELLIGENCE TO CIRCULAR ECONOMY MODELS, THE TECHNOLOGIES ON SHOW OFFER TANGIBLE SOLUTIONS TO THE INDUSTRY'S LONG-STANDING ISSUES. ALL WILL BE SHOWCASED AT THE INNOVATION VILLAGE RETAIL, PART OF EXPO RIVA SCHUH AND GARDABAGS THIS COMING JUNE.**

“How will the world of retail and distribution for footwear and bags evolve in the age of major technological revolutions?” Fewer and fewer people are asking this question – not because they aren’t interested, but because they already know where to find the answers.

Indeed, in June 2025, the **Innovation Village Retail** at **Expo Riva Schuh and Gardabags (14–17 June 2025)**, organised in collaboration with Retail Hub, will once again offer valuable insights into precisely this topic. Buyers and visitors will discover some of the most compelling solutions already on the market, guiding the future of distribution and helping the fashion accessories industry strengthen, innovate and adapt to today’s market challenges.

Here’s a preview of some of the topics set to be explored during the event.

**Artificial intelligence**, applied in a practical and effective way, will of course be front and centre. **SENTIO** is bringing AI to advanced predictive merchandising, allowing for increased sales through accurate forecasting of demand. **Teticum** is enhancing the online experience with

empathetic virtual assistants, capable of guiding consumers through a more human, less mechanical form of communication.

For those operating partly or entirely **online**, **SizeWise** offers a solution to the challenge of finding the right size across different e-commerce platforms. Using highly accurate digital measurement tools, it improves the customer experience while significantly reducing returns. **Irisphera** is revolutionising virtual shopping through personalised 3D avatars, creating immersive and engaging purchasing experiences.

On the **sustainability** front, **ZEROW** transforms excess inventory into new business opportunities, promoting reuse while cutting waste and environmental impact. **Revivo** takes sustainability a step further by fully outsourcing product repairs, turning after-sales service into a key component of customer satisfaction. **Freshfeet**, an Indian pioneer in dual-size technology, provides adaptable footwear that increases comfort and doubles the product’s usable life. Longer wear, less consumption, lower production, meaning a reduced environmental footprint.

Another key topic is that of **supply chains**, especially with the upcoming introduction of the Digital Product Passport.

**MannyAI** is renewing the supply chain with a collaborative, predictive platform that eliminates inefficiencies and drastically cuts stock management costs.

Companies looking to innovate in the footwear and bag distribution sector would do well to seize the opportunities offered by the latest technologies, boosting efficiency, sustainability and customer satisfaction, all of which are key to staying competitive in an increasingly demanding market.

As always, the startups at Riva del Garda will “compete” head-to-head in the **Startup Competition**, pitching their products or services to the Expo Riva Schuh and Gardabags audience and a panel of industry experts. The winning company will have the chance to take part in the next edition of the event as an exhibitor.

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**STARTUPS TAKING CENTRE STAGE AT THE INNOVATION VILLAGE RETAIL DURING THE JUNE EDITION OF EXPO RIVA SCHUH AND GARDABAGS**

**WEEV**

A cloud-based SaaS platform that connects brands and suppliers through digital asset libraries, digital twins and material specification data, as well as sustainability and ESG documentation management and sharing.

As a cloud-based platform, WEEV offers highly accessible, intuitive data and file search, with API integration options for ERP, PLM or 3D asset systems within companies. Unlike other solutions, WEEV can visualise and present all components of the production chain. Recently, Salesforce Agentforce support was launched, with assisted search functions powered by an AI Co-Pilot. This is fully integrated into the ecosystem of platforms dedicated to digital transformation, including the development of DPPs – Digital Product Passports.

**SENTIO**

A cutting-edge AI platform that transforms existing in-store security cameras into powerful tools for understanding customer behaviour and optimising sales performance. Without requiring any hardware changes, SENTIO uses advanced computer vision and machine learning technologies to extract actionable insights from in-store video streams.

The technology distinguishes between customers, staff and irrelevant movements, delivering precise analytics on visitor traffic (footfall analytics), dwell times, heatmaps and conversion rates. SENTIO goes beyond basic counting: it analyses how customers move, where they pause and how they interact with products and staff, bringing the same data intelligence found in e-commerce to physical retail environments.

It’s a valuable tool for analysing sales processes, staff training and optimising store layouts.

**REVIVO**

A fully outsourced repair service for fashion brands, specialising in clothing, footwear and leather goods.

Through a tech-driven B2B platform, it connects brands, customers and artisans, managing logistics, quality control and data reporting. This allows brands to launch scalable, white-label repair services within days.

The solution eliminates the high costs, complexity and long lead times associated with setting up internal repair services. With Revivo, brands can efficiently respond to regulatory and consumer demands for sustainability through a simple pay-per-repair model that requires no internal infrastructure. It protects brand value and transforms repair services into a revenue stream.

**TETICUM**

An intelligent virtual assistant that helps users quickly find the right product within large and complex catalogues. The experience mirrors that of speaking to a knowledgeable in-store assistant: personal, fast and effective. Instead of scrolling through endless online pages, users receive targeted suggestions via a clear, visual interface. In just a few days, the assistant integrates with platforms like Shopify and WooCommerce, and comes

with a dashboard offering insights into user behaviour. It supports voice search, image-based search and enriches the product catalogue with smart tagging.

It simplifies the purchasing journey, helping to reduce bounce rates and cart abandonment while boosting customer satisfaction and conversions. For retailers, it also offers insight into what users are really searching for. It’s the simplest way to turn a complex catalogue into a smooth and intuitive shopping experience.

**FRESHFEET**

India’s first shoe-tech company focused on foot health and the environment. Its patented Dual Size Technology doubles the lifespan of children’s shoes and reduces annual waste by 50%, while also cutting CO2 emissions.

A further patent has been filed for Foot Vent Technology – a breathable innovation that allows even synthetic shoes to stay ventilated and keep feet dry.

Its revolutionary, patented Be Sure Fit technology combines a hybrid web application and physical kiosk system. This solution promises to reduce returns and fitting issues by 80–90%. Customers can find the perfect fit for their feet regardless of standard sizing, overcoming the limitations of existing measurement systems, which no longer meet the needs of a globalised market.

**ZEROW**

A B2B marketplace dedicated to the reuse of surplus leather and fabrics from the fashion and textile industries. It connects brands, manufacturers and suppliers with unused high-quality materials to designers, retailers and businesses in the circular fashion space who are seeking sustainable sourcing options.

ZeroW transforms surplus stock into new creative and commercial opportunities, while also supporting both environmental and economic goals.

**IRISPHERA**

Online fashion retail faces two major challenges: high return rates and unsustainable shopping habits. Irisphera is an AI-powered SaaS platform that combines a virtual personal shopper with scalable 3D virtual try-on technology, enabling fashion retailers to boost customer loyalty, reduce returns by up to 30% and increase conversion rates.

Using advanced artificial intelligence and computer vision, Irisphera delivers personalised style recommendations, helping each user find the right garment for their body type. It also helps retailers lower their return-related expenses. The solution not only optimises inventory management and reduces costs, but also aligns with global sustainability goals by minimising waste and CO₂ emissions.

**MANNYAI**

AI-driven collaborative supply chain planning for footwear brands and manufacturers, aimed at shifting from high-volume production to a responsive, on-demand model.

Manny’s platform connects brands, manufacturers and material suppliers in real time, assigning orders based on actual material availability, production capacity and supplier expertise.

The result? Higher sell-through rates, lower stock risk and up to 15% higher net profits.

For suppliers, this means more stable workloads and better margins. For everyone else, it's a smarter, more agile way to produce what actually sells and avoid unsold stock.

**SIZEWISE**

An award-winning AI-based foot scanning solution via mobile devices, designed to ensure the perfect shoe fit. It enhances the customer experience by increasing confidence in choosing the right size when shopping online, while helping brands and retailers meet their commercial and sustainability targets. SizeWise also provides large-scale data and insights, supporting personalised engagement and product development. The system can be easily integrated into retail environments, adapting to the brand’s specific sizing charts and offering a smooth experience for the customer.