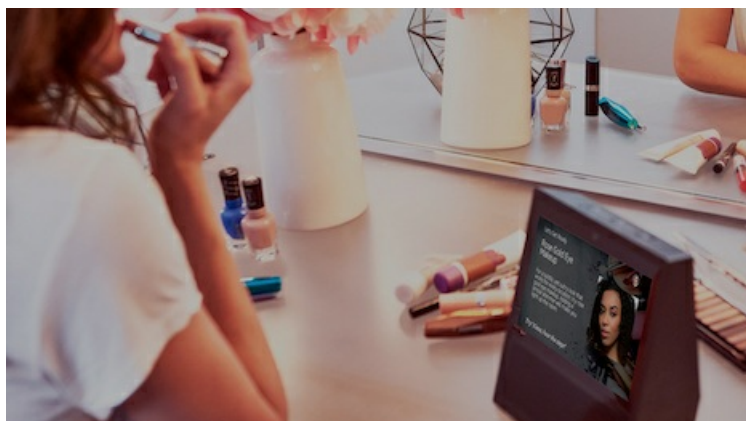


FRAGRANCE AND PERSONAL CARE

## Coty supports technology startups to innovate brand strategy

February 21, 2018



*Coty Inc. looks to the future with Amazon. Image credit: Coty Inc.*

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By STAFF REPORTS

Personal care group Coty Inc. is investing in the future of technology and the groups likely to lead the way.

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During the group's Quarterly Digital Accelerator Summit on March 27, Coty will give tech-based startups a chance to exhibit their innovative projects. As part of its greater Digital Accelerator program, Coty will host a series of new competitions and summits for its startup program, each with a different theme.

### Future in technology

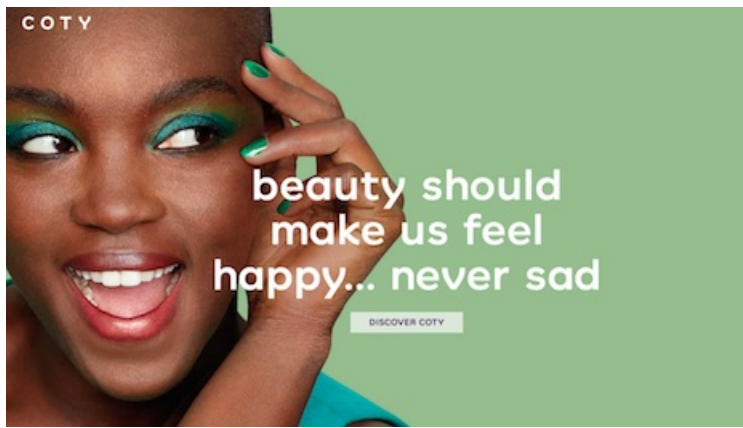
Starting with the motif of Artificial Intelligence, participating startups must submit a pitch in relation to the summit's theme.

Startups must submit their proposals by March 12, following which the company will select eight based on the projected growth impact on Coty brands.

In their pitch, these groups must describe what makes their company unique in AI, give specific example of how their idea can help one of Coty's brand and describe a preferred partnership model for in-market trailing.

Each group will present at the summit in New York and London on March 17 and March 28.

The winning pitch will receive \$100,000, while others will receive \$10,000 to \$50,000. Coty's digital team will also lend future assistance, and the startups will have access to the beauty group's brands, its consumer research and expertise as well as stress tests for the technology with real brand experiences.



*Coty invests in its digital strategy. Image credit: Coty.*

"Partnerships between Coty and emerging companies such as Beamly and Holition, which launched our first app-free augmented reality (AR) experience exclusively for Covergirl, is an indication of how we'd like to bring disruptive new approaches to the market in partnership with unique new players in AI, AR, voice and other rapidly growing technologies," said Fred Gerantabee, vice president of digital innovation at Coty, in a statement.

"We intend to foster these relationships and look forward to more examples like this coming out of our Digital Accelerator summits," he said.

Coty is committed to innovating and incorporating technology into its strategy.

The group recently predicted a shift in the luxury market and opened a door for beauty brands to enter the untapped potential of artificial intelligence and voice control.

Coty underwent an about face with Amazon, embracing a partnership with the recent foe in hopes to bring beauty tutorials into the future. Many experts believe that AI assistants such as Amazon's Alexa will be vital going forward, which Coty is anticipating with its new skill ([see more](#)).

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