

APPAREL AND ACCESSORIES

Farfetch unveils fashion tech accelerator Dream Assembly

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Farfetch will host the program from its office in Lisbon. Image credit: Farfetch

By STAFF REPORTS

Online retailer Farfetch is opening a new accelerator program aimed at developing promising startups in the fashion world.

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The program, called Dream Assembly, sees Farfetch offering guidance, funding and networking to new technology startups looking to break into the fashion world. Burberry will be the first major partner of the program and will offer its own assistance to up-and-coming startups.

"I'm delighted to be launching Dream Assembly," said Jos Neves, founder and CEO of Farfetch, in a statement. "When I started Farfetch 10 years ago, we were a small startup.

"Back then, I needed exposure to boutiques, brands and customers to try my service, and I needed technology support and mentoring," he said. "Farfetch Dream Assembly is dedicated to supporting the best entrepreneurs and teams to scale to the next level.

"We believe that the whole luxury fashion industry, including Farfetch, can benefit from helping to support the next generation of technology companies dedicated to shaping the future of ecommerce."

Dream Assembly

Farfetch is a fashion startup success story. After being founded in 2007, the company has become overwhelmingly popular in just 10 years.

Now, the platform is hoping to transfer over some of that success to the next innovators with Dream Assembly, a technology accelerator for new fashion startups.

Through Dream Assembly, startups will be able to receive funding, guidance and networking opportunities from Farfetch and its many partners.



Burberry will be the program's first major partner. Image credit: Burberry

The first big brand to sign up for Dream Assembly is Burberry, a brand known for its fluency in the digital world.

Workshops will be held for members of the accelerator at Farfetch's office in Lisbon, Portugal.

Applications are open now and will close on Jun. 10.

Farfetch is not alone in the creation of fashion tech accelerators. French luxury conglomerate LVMH is creating a new accelerator program focused on supporting innovators in the luxury world at Station F, a large startup campus in Paris.

Called La Maison de Startups, the program will focus on fostering innovative new startups in the industry while also allowing those startups to communicate and work with LVMH's brands. The program will welcome 50 startups over the course of two years in six-month terms ([see story](#)).

"Farfetch is the global technology platform for the luxury industry," said Stephanie Phair, chief strategy officer of Farfetch, in a statement. "Now we want to give back to startups and the fashion technology ecosystem.

"Through the Dream Assembly accelerator, we're aiming to give access to the best expertise and mentorship that Farfetch can offer," she said. "It's wonderful to have Burberry and 500 Startups on board as our partners as we launch and we can't wait to work with some incredible startups and help them in the early stages as they build their companies for the future."