

MARKETING

H-Farm hires new head of Luxury Innovation Hub

July 2, 2018

H-Farm's Luxury Innovation Hub seeks to help luxury brands innovate. Image credit: H-Farm

By STAFF REPORTS

European digital platform H-Farm has appointed Anthony Saccon as the head of its new Luxury Innovation Hub.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Mr. Saccon comes with experience handling high-end luxury brands from his time at Emaar's Dubai Mall. The Luxury Innovation Hub will help guide luxury brands through digital transformations as they embrace new technology and tools for ecommerce success.

"Innovation has always improved our lives and has been most successful at those moments when it is combined with the human factor," Mr. Saccon said, in a statement. "This element is a fundamental component of H-Farm's DNA."

"Luxury shapes our dreams. We are now in a key moment where luxury is ripe for transformative innovation and H-Farm represents the unique place to make it happen."

Luxury innovation

Many of the top luxury brands in the world are decades old, with some having more than a century of history.

While this legacy gives them an impressive pedigree, it also can make them averse to change and slow to adapt.

H-Farm's new Luxury Innovation Hub is designed to help brands combat this tendency. By working with H-Farm, luxury brands can transform their digital strategy.



Anthony Saccon. Image credit: H-Farm

Mr. Saccon will lead the team at the Innovation Hub helping luxury brands update their digital strategies to engage customers and change their online business models.

Luxury brands are built on heritage. Some of the most iconic brands in the world have reached that status after decades or even centuries of life. That long life comes with years of legacy to uphold, solidifying them as bastions of the luxury world.

At the same time, it is easy to become bogged down in tradition, becoming stagnant and not evolving with the times. This is the advantage that younger brands have over older counterparts who can start fresh ([see story](#)).

"Opportunities are infinite in H-Farm through open innovation, human innovation culture, schools and world-class educational tools," Mr. Saccon said. "Each are essential to evolve the luxury world.

"I am honored to join H-Farm to contribute to support this change with its co-founders Riccardo Donadon and Maurizio Rossi," he said.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.