

SOFTWARE AND TECHNOLOGY

Stella McCartney joins Farfetch's startup program

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Farfetch has launched its IPO. Image credit: Farfetch

By STAFF REPORTS

Online retail group Farfetch is kicking off the second edition of its Dream Assembly startup accelerator program, with help from British fashion labels Stella McCartney and Burberry.

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Farfetch opened applications on Feb. 8, seeking for-profit startups that are at the seed stage, focusing on sustainability or social causes. Through this program, Farfetch aims to support startups by leveraging its expertise in the fashion industry, providing a leg up for up-and-coming companies.

"Following a successful inaugural year, where we were lucky to meet and mentor some of the best new companies shaping the future of commerce, we are thrilled to be opening applications once again," said Stephanie Phair, chief strategy officer of Farfetch, in a statement. "We really believe that the fashion industry has a huge part to play in shaping a sustainable future, which is why with this new cohort, we want to open up the Dream Assembly opportunity to companies who are shaping the future of commerce in a sustainable way.

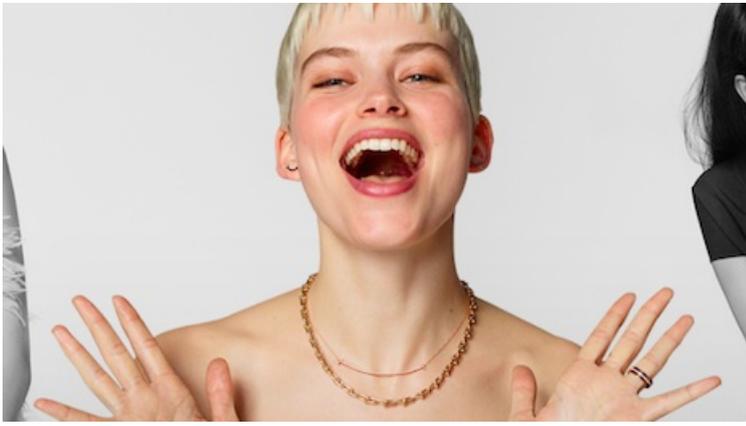
"It is a huge honor to have Stella McCartney and Burberry on board with us and we know our next cohort will benefit hugely from their insights and expertise as part of the program."

Startup support

Dream Assembly launched last April with an inaugural class and Burberry as a partner. Through the accelerator, Farfetch offers guidance, funding and networking to new technology startups looking to break into the fashion world ([see story](#)).

This year's 10-week program will consist of workshops, one-on-one sessions and mentoring focused on topics such as ecommerce, technology, fashion and logistics.

Applications will close March 3.



Farfetch caters a truly diverse and global audience. Image credit: Farfetch

"Once a start-up ourselves, Farfetch Dream Assembly is committed to supporting the best entrepreneurs and teams to scale to the next level," said Cipriano Sousa, chief technology officer of Farfetch, in a statement. "We hope that our program of mentorship and workshops across topics including technology, data, marketing and people and talent, along with access to incredible industry partners will help foster the next wave of successful fashion technology companies."

This year, Stella McCartney is joining as a partner, drawing on its sustainable focus.

"Through the years at Stella McCartney, we have been committed to developing work across all elements of sustainability," said Claire Bergkamp, worldwide director of sustainability and innovation at Stella McCartney, in a statement. "We have worked with several start-up companies with a focus on innovation and reducing negative impact and so the goal of Farfetch Dream Assembly is truly aligned with the work we do."

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