

SOFTWARE AND TECHNOLOGY

Richemont, Dubai Future Foundation select innovation program finalists

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Richemont hopes to support innovative thinkers through a collaboration between start-ups, private entities and government to design. Image credit: Richemont

By LUXURY DAILY NEWS SERVICE

Swiss luxury conglomerate Richemont Middle East, India and Africa and the Dubai Future Foundation have chosen finalists for its technology startup incubation program.

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The six finalists were selected from more than 250 international applications. As a part of the global innovation program, they will spend two months at the Dubai Future Foundation, receiving insights from Richemont executives in the region.

"We are looking forward to welcoming the teams to Dubai," said Jules Robert-Le Hris, people experience senior manager at Richemont, in a statement. "During this next phase of the project, they will be paired with talents from our different Maisons that will work with them on a proof of concept."

Supporting small business

The finalists span different areas of the tech industry, including augmented and virtual reality and data analytics. Livecrew, Emperia, Special, Segmenta, Q Emotion and Wanna Fashion were selected for the program.



Ascene from the "Discover the world of Richemont" promotional film. Image credit: Richemont

Livecrew, a product of Station F, deciphers customer behavior and spending habits. Emperia, which houses virtual reality experts and branding executives, creates virtual luxury stores and art galleries.

Spaycial analyzes payment data and offers marketing and customer engagement insights. Segmenta helps convert self-reported data into quality customer experiences.

Q Emotion creates optimized customer experiences through advanced emotion analytics. Wanna Fashion focuses on luxury goods and footwear, creating augmented reality try-on experiences.

Richemont first announced its partnership with Dubai Future Foundation to launch the incubation program in April. "Beyond: The Future of Luxury Retail" will be run and hosted by the Dubai Future Accelerators within the Area 2071 innovation network made up of startups, private entities and governments ([see story](#)).

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