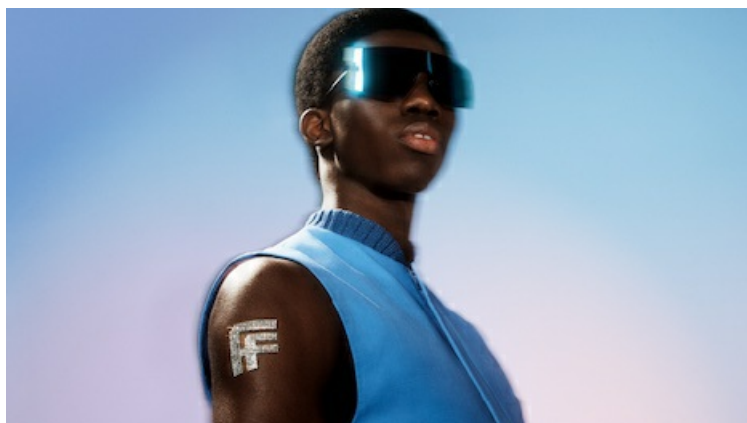


SOFTWARE AND TECHNOLOGY

Farfetch announces inaugural Dream Assembly Base Camp cohort

October 21, 2022



In partnership with global Web3 investor Outlier Ventures, the digital marketplace is announcing the first cohort for its new 12-week accelerator program, Dream Assembly Base Camp. Image credit: Farfetch

By LUXURY DAILY NEWS SERVICE

Online retailer Farfetch and partner Outlier Ventures are supporting tech-forward luxury fashion and lifestyle startups, in exchange for equity.

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In partnership with the global Web3 investor, one of luxury's largest digital marketplaces is announcing the first cohort for its new 12-week accelerator program, Dream Assembly Base Camp. The program offers eight promising luxury fashion and lifestyle startup resources to help drive the future of Web3 luxury commerce.

"Web3 is still a nascent industry and there's so much more to develop and discover," said Martin Avetisyan, Chief Growth Officer at Farfetch, in a statement.

"The Dream Assembly Base Camp program is dedicated to supporting the best entrepreneurs and teams to scale to the next level of their development, working in partnership with the industry to design the applications and experiences that will help define the potential of Web3," he said. "We're delighted to be launching and supporting this cohort in partnership with Outlier Ventures who have been backing startup founders since 2014 and have unrivaled experience in the industry."

Inaugural initiative class

FARFETCH and Outlier Ventures will provide its promising class with a curated program of mentorship, building a foundation of future luxury commerce leaders within the Web3 space.

In exchange for access to in-house specialists and networks, and a \$150,000 business stipend, Outlier Ventures' site lists an ask for equity at 7.5 percent, in addition to 7.5 percent future token supply, as well as the option to invest at a discount during the next funding round and repayment of loans once the fundraising round is closed and paid out of fundraising proceeds.

Dream Assembly Base Camp's inaugural inductees include altr, Curie, iiNDYVERSE, METAV. RS, Mintouge, Reblum, SKNUPS and WEAR.

We are pleased to introduce our inaugural Dream assembly Base Camp Cohort powered by [@farfetch](#)

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Outlier Ventures (@OVioHQ) [October 18, 2022](#)

Mentors span all facets of the digital industry, from gaming and retail, to marketing, to talent management industries and venture capital, who will impart their expertise in luxury commerce, token design & economics, product road map, NFTs and community strategy to participants on a tailored basis.

"Because Web3 is both a technological but also cultural movement allowing for new forms of digital scarcity it's no surprise the fashion and luxury industry have been its first movers," said Jamie Burke, founder and CEO at Outlier Ventures, in a statement.

"However, to go beyond single NFT drops and campaigns requires a platform with the scale and capabilities of Farfetch to help to extend Web3 to the very core of the industry's value chain as a whole," he said. "Partnering with their Dream Assembly accelerator, Outlier Ventures brings its unparalleled deep knowledge and network to support startups to design, build and launch industry-defining solutions with Farfetch and its vast list of clients."

The initiative falls under Farfetch's Dream Assembly platform, which offers guidance, funding and networking to new technology startups looking to break into the fashion world, and launched in 2018 ([see story](#)).