

RICHEMONT

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Richemont x Dubai Future Foundation announce the winners of the 2024 Innovation Incubator Programme

Richemont Middle East, India & Africa (Richemont) and Dubai Future Foundation are proud to announce the two winning startups of the global 2024 Innovation Incubator Programme, designed to advance the luxury retail experience through the implementation of disruptive technology.

Having taken place in Dubai, a flourishing city synonymous with luxury clientele, the five-week incubator programme sought to harness the power of dynamic collaboration between startups, private entities, and governments to revolutionise the luxury industry through innovative technological solutions. The brightest minds from around the world were invited to propose solutions to two key challenges facing the industry, breaking down barriers between online and offline, mono-brand, and multi-brand shopping experience.

Challenge 1: Efficient management of boutique waiting times while improving client experience and engagement

Challenge 2: Recruitment of Gen-Z clientele through a unique and engaging experience

After a rigorous selection process that considered over 450 applications, four exceptional startups were invited to pitch their ideas to Richemont's steering committee, which included members of the Executive Committee, Brand Directors, and distinguished guests from Richemont headquarters and the Asia-Pacific region.

Booxi: a leading appointment and event scheduling software utilised by renowned brands such as LVMH, L'Oréal, and Boucheron to elevate customer experiences and boost sales.

METAV.RS: a trailblazing Next-Gen Asset Manager for the New Web, encompassing 3D, Web3, and Gaming technologies.

Smartzr: an innovative video commerce tool enabling brands to transform videos into interactive and shoppable experiences while providing detailed performance data and creative insights.

The Overlap Factory: specialists in mobile-first immersive experiences, offering cinematic-quality solutions to captivate shoppers, collect and analyse data, and engage clients.

The final winners were announced amidst the mesmerising walls of the UAE's architectural icon, the Museum of the Future. Two exceptional startups took home the programme's esteemed awards:

The Overlap Factory: Best Pitch

Smartzr: Best Proof of Concept

Smartzr: Public Crush

To find out more about the programme, [click here](#).

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About Dubai Future Foundation

Dubai Future Foundation (DFF) is an economic development agency based in Dubai, United Arab Emirates. Established in 2017, the purpose of the Dubai Future Foundation is to build a cohesive innovation ecosystem that includes, accelerator programmes, incubators, labs, regulatory sandboxes, and knowledge platforms – all with the purpose of challenging the status quo and designing a future-ready city powered by future leaders and disrupters. Find out more at: <https://www.dubaifuture.ae/>

About Richemont

At Richemont, we craft the future. Our unique portfolio includes prestigious Maisons distinguished by their craftsmanship and creativity, alongside online distributors that cultivate expert curation and technological innovation to deliver the highest standards of service. Richemont's ambition is to nurture its Maisons and businesses and enable them to grow and prosper in a responsible, sustainable manner over the long term.

Richemont operates in three business areas: **Jewellery Maisons** with Buccellati, Cartier and Van Cleef & Arpels; **Specialist Watchmakers** with A. Lange & Söhne, Baume & Mercier, IWC Schaffhausen, Jaeger-LeCoultre, Panerai, Piaget, Roger Dubuis and Vacheron Constantin; and **Other**, primarily Fashion & Accessories Maisons with Alaïa, AZ Factory, Chloé, Delvaux, dunhill, Montblanc, Peter Millar including G/FORE, Purdey, Serapian as well as Watchfinder & Co. In addition, Richemont operates NET-A-PORTER, MR PORTER, THE OUTNET, YOOX and the OFS division. Find out more at <https://www.richemont.com>

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