



FUTURE OF LUXURY RETAIL

Solving challenges in the field of luxury client experience.

Dubai Future Accelerators, an initiative by Dubai Future Foundation, is supporting Richemont in solving their challenges in the field of luxury client experience.

IN COLLABORATION WITH
RICHEMONT

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CHALLENGE 1

INTERACTIVE PRODUCT EXPERIENCE

How might we engage our customers through **new and immersive in-store activations** that add value to our products and brands?

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CHALLENGE 2

DATA-DRIVEN PERSONALIZATION

How might we collect and interpret customer insights to **build and strengthen relationships between customers and brands** across both digital and physical channels?

PROGRAM TIMELINE

The 12-week program is structured into 2 phases:

May 2022

June 2022

PHASE 1

A 4-week virtual program where each company presents its customized proposal to the decision-making committee. The top companies will move to phase 2.

PHASE 2

An 8-week in-residence program in Dubai to showcase their concepts where Richemont will review, evaluate and finalise the winning companies.

BENEFITS The program will provide the following benefits:



The flight, visa and accommodation



Zero equity in your business



Access to senior decision makers within Richemont



Access to the AREA 2071 ecosystem and network

APPLICATIONS NOW OPEN!

Learn more about the challenges and apply now through dubaifuture.ae/programs