Tech accelerator Lafayette Plug & Play presents latest cohort of 17 start-ups

By Matthieu Guinebault - September 4, 2019

The seventh cohort of French technology accelerator Lafayette Plug & Play consists of 17 start-ups from all over the world, from France to the USA, the UK, Israel and Russia. The tech start-ups involved work on a variety of areas, among them payments, logistics, content management and customer acquisition.

The start-ups selected are the following (their respective tech field in brackets): AdAlong ("Pinterest for content generated by brand communities"), Brandquad (brand/distributor relationship), Divido (financing of purchases), Edgigy (store-equipment adaptation based on deep learning), Galam Robotics (modular automated inventory solutions), Kraaft (professional voice messaging), Lizee (renting solutions for fashion brands), Mention Me (a word-of-mouth tool via mentoring), Mood (livestream shopping for Chinese Millennials), ShareGroop (payments for group or combined purchases), Snapshift (staff-management app), StoreDNA (planning tools for retailers), Stylitics (generation of interactive visuals), Syte (AI-driven visual recognition), Tousfacteurs (tools for planned deliveries), TwicPics (rapid picture optimisation) and Unsupervised.AI (warehouse and delivery robots).

The Lafayette Plug & Play accelerator has been set up by the Galeries Lafayette department store group and by Plug & Play Tech Center - Lafayette Plug & Play, in partnership with Richemont, Carrefour, Lagardère Travel Retail, C&A, Camaïeu and La Redoute. “We aren’t a start-up zoo, something which is all too common,” said the organisation’s boss Pieter Lammens last year, talking to FashionNetwork.com. Since its inception, Lafayette Plug & Play has initiated 187 connections between its start-ups and partner companies.