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New York Fashion Tech Lab Returns for Fourth Year

Founding Partners return, Program Continues Growth Track with Expanding International Brands

NEW YORK, N.Y. – March 8, 2017 – The New York Fashion Tech Lab (NYFT Lab), the leading Fashion-Tech innovation lab, announced the nine early stage entrepreneurial companies selected for this year's program. The program, launched in 2014 to promote innovation in the fashion industry, targets companies operating at the intersection of tech and fashion. Companies in this year's cohort have developed market solutions using artificial intelligence, machine learning, visual search, augmented and virtual reality and related technologies.

"We offer a tremendous value to the fashion industry through the unique, collaborative environment we create between the innovators and iconic retail and fashion brands fostering iteration, validation, and acceleration of technologies to advance the industry," said Kay Koplovitz, Co- Founder of the Lab and Chairman of Springboard Enterprises.

The 12-week program involves a working collaboration between the Lab companies and iconic fashion retailers, brands and well known industry experts. The fourth class showcases a range of technologies designed to enhance brand loyalty through deeply tailored customer targeting and experiences. The 2017 Lab companies are as follows:

- [Awear](#)
- [Markable](#)
- [Camera IQ](#)
- [Econtenta](#)
- [Point 93](#)
- [Snap Fashion](#)
- [Findmine](#)
- [Obsess](#)
- [Zeekit](#)

Returning to work with this year's class are NYFT Lab Founding Members [J. Crew](#) and [Macy's](#). Second and Third year veteran partners [Bloomingdale's](#), [Kohl's](#) and [Time Inc.](#) retake their seats at the table, while newcomers [MATCHESFASHION.com](#), and [Vera Bradley](#), add their unique perspective. The 2017 class will be in residence at [Spring](#), a cultural and creative hub for fashion, tech, art, music and food, comprised of a collaborative workspace, members club, world-class ad agency, production facilities and events programming.

"As we know very well at MATCHESFASHION.COM, technology has been and continues to be transformative for our industry, reshaping how we interact with brands, redefining relationships between customers and creators, and reaching new audiences," said Tom Chapman, Co- Executive Chairman, MATCHESFASHION.COM. "Applying technology at the heart of what we do enables us to globalize our brands and businesses. It expands our horizons and pushes us forward. That's why this program is so important and we're thrilled to be a part of it. We want to support the next generation of tech talent just as we are renowned for supporting emerging fashion talent."

[Microsoft](#) also returns for its second year as a tech partner. NYFT Lab also welcomes [Flex](#) to the program. All partners will work with the lab companies to enable iteration, validation, and acceleration of their technologies to advance their businesses and the industry.

"The application of technology this group is exploring has the potential to redefine how people connect with fashion," said Julie Larson-Green, Chief Experience Officer, Microsoft. "I look forward to again being a part of supporting the potential innovation this class of companies is creating. Microsoft is proud to be the technology partner."

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The 2017 NYFT Lab will culminate in Demo Day on June 14, 2017 at the New York City headquarters of Time Inc. For more information, or to request an invitation to Demo Day, please visit www.nyftlab.com and follow @nyftlab on Twitter & Instagram.

ABOUT THE CO FOUNDING & PRODUCING PARTNER, SPRINGBOARD ENTERPRISES

Since 2000, Springboard Enterprises (<http://www.sb.co>) has served as a global resource hub of influencers, investors and innovators engaged in helping women entrepreneurs build transformational businesses. Springboard sources, coaches, showcases and supports women-led growth companies seeking investment of financial and human capital for product development and expansion.

The 640 Springboard portfolio companies have raised more than \$7.4 billion, created tens of thousands of new jobs, and generate billions of dollars in annual revenues. 84% of Springboard companies are growing as independent or merged entities, including 14 IPOs and many that are the technology engines of publicly traded companies.

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