Essembl : helping you to get dressed!



Pointing to the upswing in the Luxembourg entrepreneurial scene, Merkur presents startups from a range of sectors and highlights startups that are hosted by the House of Startups powered by the Chamber of Commerce and the LCI (Luxembourg City Incubator) which was launched by the Chamber of Commerce in partnership with the City of Luxembourg to support innovative startups.

Interview with Viktor Dufour, co-founder of Essembl.

Pitch your startup!

Essembl is your **AI fashion** advisor that helps you get dressed in the morning.

How did you come up with your idea?

My brother wanted to automate the process of putting outfits together for the streetwear shop Stitch that he was doing marketing for, since I had been pestering him to find a **business idea** for us to

finally work together, he decided to call me up, a few brainstorming rounds later, **Essembl** was created.


THE NORTH FACE
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Why is now the best time to start your company?

A computer helping you pick out clothes has always been something that a lot of people have been trying to do, but with the advance of **AI**, last year was the first year something like that was possible and we got started immediately

Why Luxembourg?

Having lived abroad for a while, I wanted to come back and build my next company here, right where my brother and I are from.

What is the next step?

We have 1 million users now and are working towards adding a 0 to that number!

According to you, what will your company look in 10 years?

With how fast AI is advancing, I really have no idea. Our vision for the company though is that we want to be the go-to **fashion platform**.

What change do you hope to create in the world?

Giving people more confidence. The overwhelming feedback we have from our users is that sometimes Essembl gives them the little push they needed to feel confident in their outfit.


15:00
My Looks

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