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T4T Tech Partners

ARIANEE

Technology for Transparency Report
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.arianee

Company Information:

Arianee

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Website:

www.arianee.com

Company Description:

Arianee promotes circularity, data compliance, and post purchase engagement through Digital Product Passports.

Number of employees: 11-50

Company's tagline:

**Digital Product Passports:
Open and Interoperable for *Durable Goods***



VALUES

Digital sovereignty, positive economic and ecological impacts, striving for excellence.



MISSION

Through our solutions, we allow users to make more responsible purchasing decisions by having full visibility into the lifecycle of a product. We help people better use their products, keeping them longer, eventually reselling them at ease, and moving towards a circular economy.



Solution I: Digital Product Passports

Solution Name

- Open and Interoperable Digital Product Passports

Solution Overview

- Arianee, founded in 2017, is the leading solution provider of Digital Product Passports (DPPs), offering an open, interoperable framework powered by blockchain and open-source technology.

Description

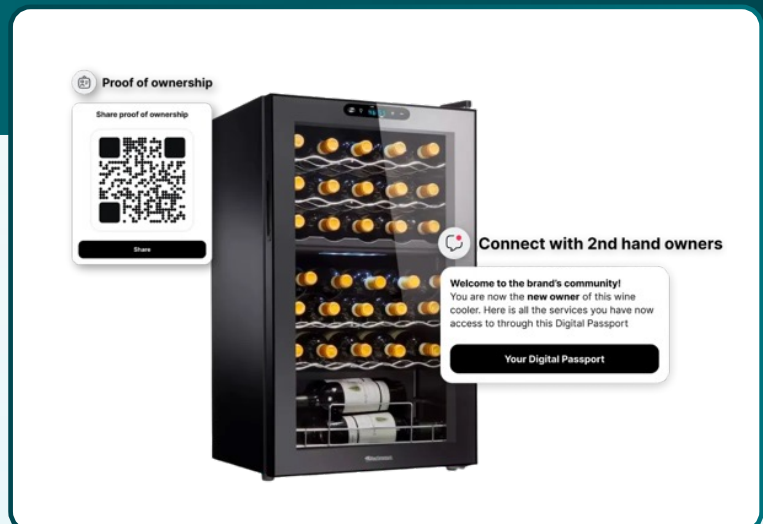
- At the core of Arianee's offerings is the Arianee Protocol—a blockchain-based set of smart contracts that enables the creation of secure, verifiable digital product passports for durable goods. The protocol allows brands to issue NFTs compliant with the Ethereum ERC-721 standard, enriching them with advanced features to track and manage products across their lifecycle.
- The Arianee Protocol provides a robust, open data infrastructure designed to enhance circularity, ensuring compliance with regulations like AGEC and ESPR, while also enabling post-purchase marketing. It allows for greater product transparency, creating new opportunities for services such as repair, resale, rental, and remanufacturing.
- Arianee's enterprise-grade solutions, including APIs, simplify the adoption of this technology for brands, minimizing development efforts and enabling large-scale implementation. These blockchain-based tools provide brands, integrators, and third parties with seamless access to product data and value-added services.
- Enhance
 - Trust Through Transparency

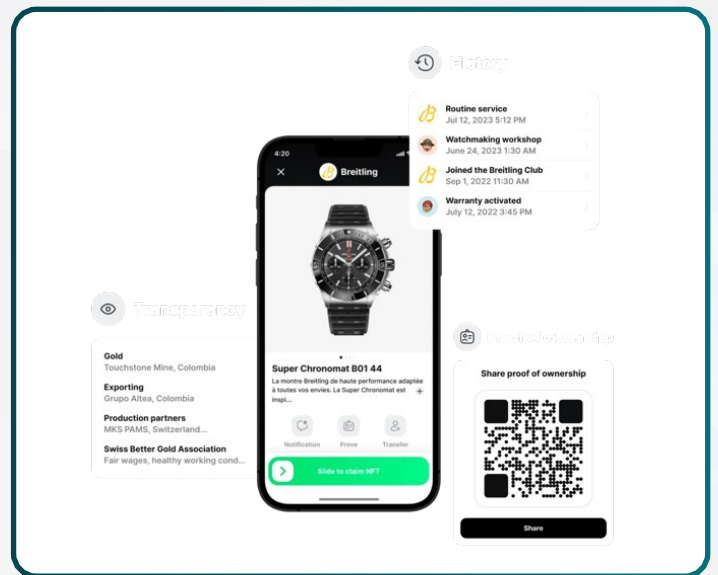
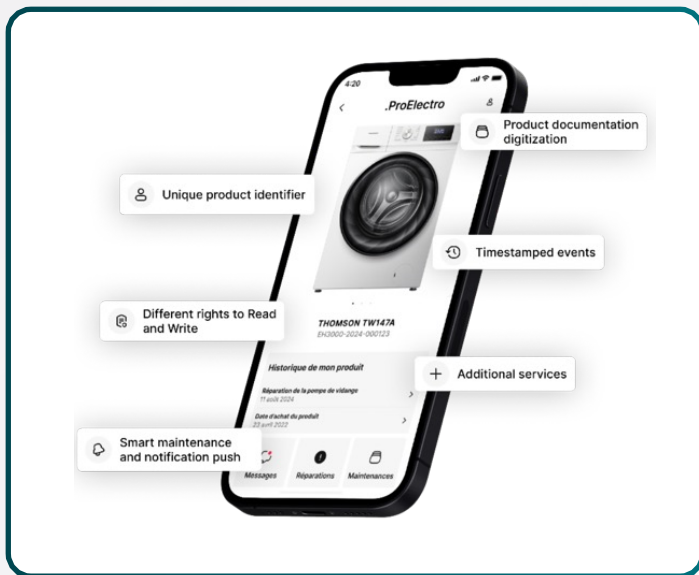
Target Audience:

- Luxury brands, Durable goods brands, Retailers
- Tech integrators
- Eco-organisms
- Service providers (resellers, repairers,...)

Geography:

- Mostly France and Europe





Traceability & Transparency Enhancement:

Traceability & Transparency Goals:

Circularity is a significant challenge in the luxury sector. Many of these products retain substantial residual value over time or, in some cases, even appreciate. They are often repairable, necessitate regular maintenance, or checks, and frequently have a second life, allowing their components to be reused, recycled, or resold.

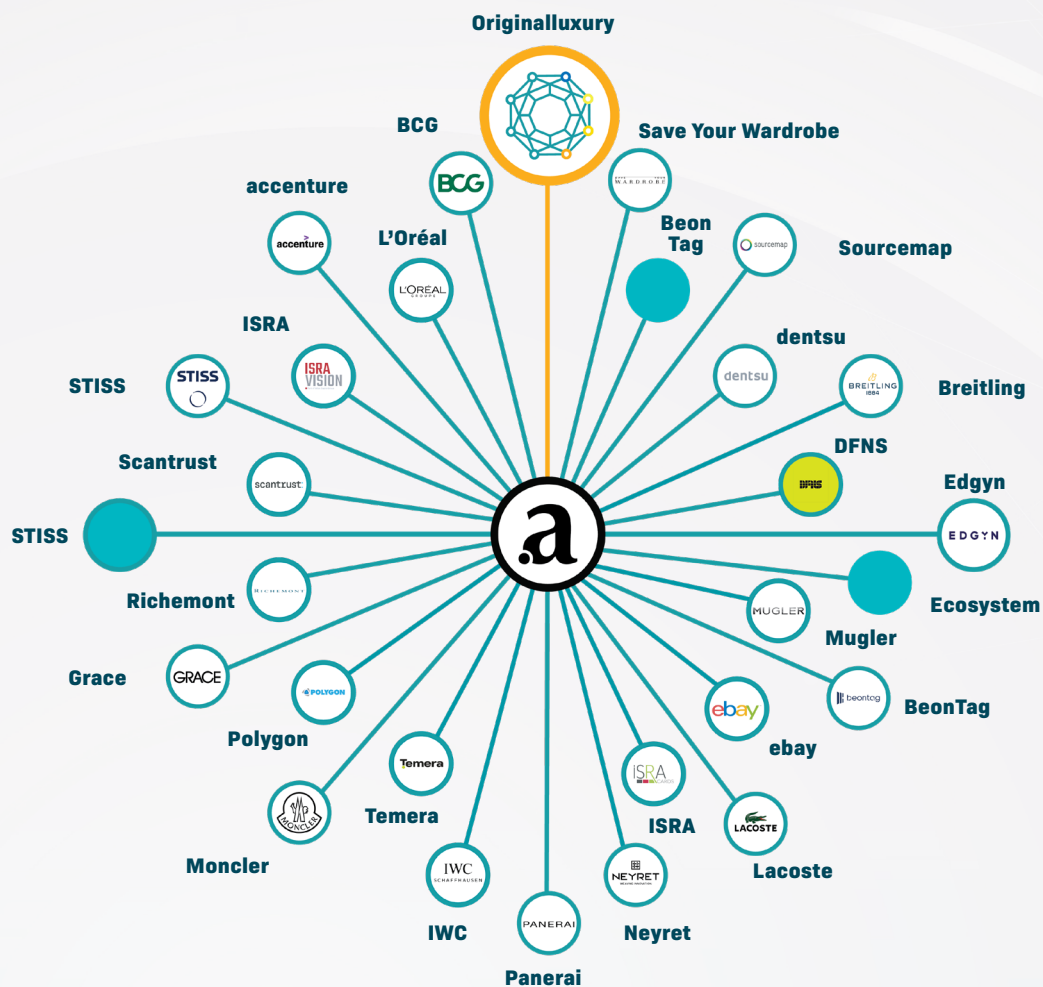
Our solution fosters seamless collaboration among these parties by offering a unified standard and an open infrastructure that allows easy access to data based on permissions. This approach aims to extend product lifecycles and improve recycling initiatives. More broadly, this presents an opportunity for businesses to reach growth through circular services without producing more.

Key traceability and transparency challenges that our solution helps our customers overcome:

Arianee's Digital Product Passport (DPP) helps consumers overcome key challenges in traceability and transparency by providing verifiable proof of authenticity, secure ownership records, and detailed product histories. It ensures trust in resale markets, offers insights into sustainability practices, and simplifies product care with maintenance reminders. Additionally, the DPP guides responsible recycling and supports circularity, empowering consumers to make informed and sustainable choices throughout the product lifecycle.

Legend:

- Core Organization
- Partnerships
- Clients



Technology Used:



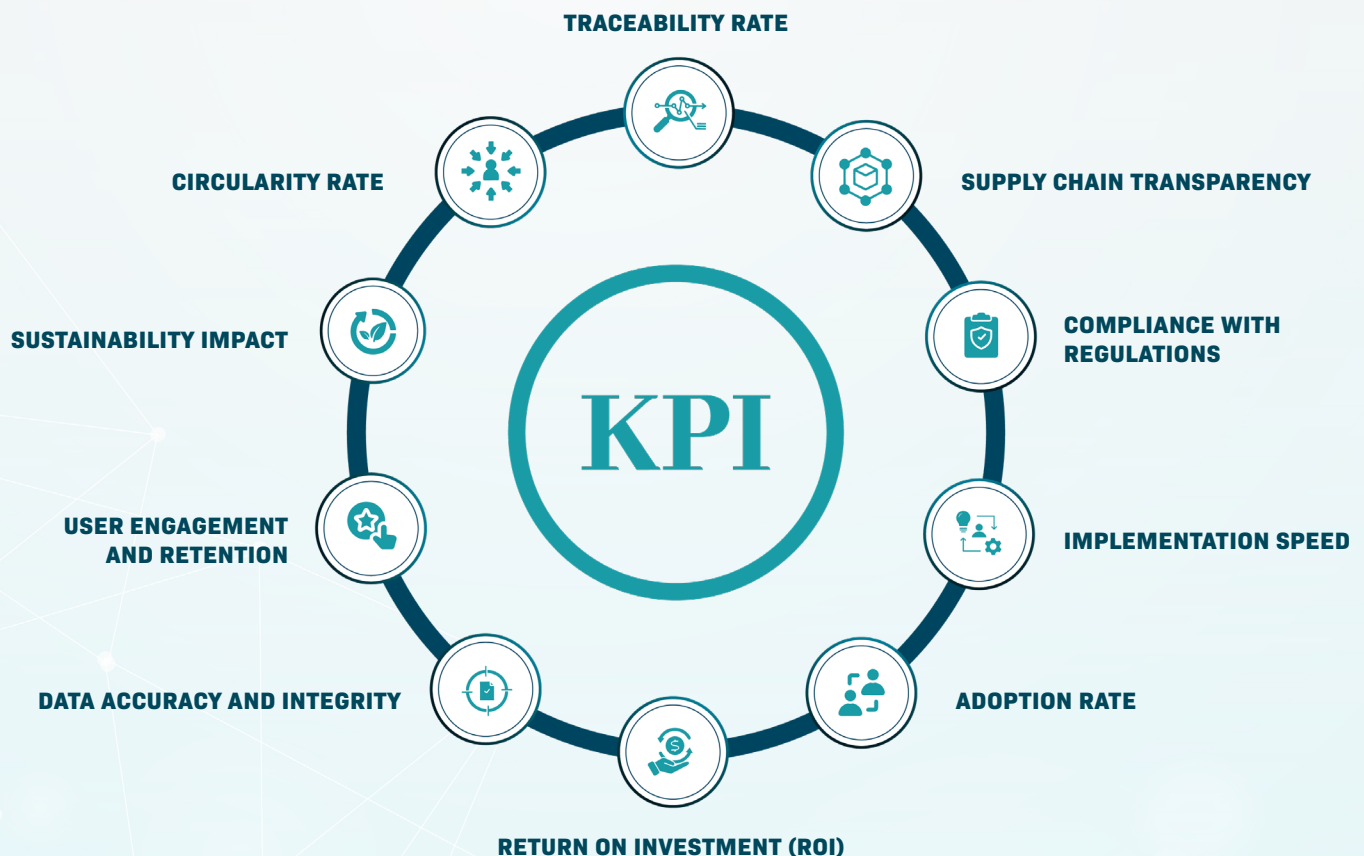
How our solution has been implemented in the luxury sector.

Since 2020, Breitling has transformed the industry by offering its customers a new and innovative digital ecosystem built around its watches. By partnering with Arianee, Breitling has ensured that all of its watches come with a digital passport powered by blockchain technology, providing digital security and proof of ownership. This digital passport connects to Breitling's digital warranty program, allowing customers to initiate and track repairs and soon to extend the warranty period and subscribe to insurance for theft or loss. With Arianee's protocol, customers have the ability to control their personal data and remain anonymous.

In 2022, Breitling took its customer engagement to the next level by releasing its first-ever traceable watch, The Super Chronomat Automatic 38 Origins. Each owner of the watch has access to fully transparent information about their watch, including its raw materials, verified by Sourcemap, and stored in the Arianee enriched NFT.

- Customers have the option to access the NFT features from the Arianee mobile wallet app or the web wallet accessible within the Breitling web account.
- Watch owners have access to essential information, repair tracking guarantees, and insurance for theft or loss.
- Customers have the ability to control their personal data and remain anonymous while enjoying an innovative brand-customer relationship.
- The digital passport ensures the authenticity of each product and provides a unique digital identity for every watch.
- With the traceable watch, customers have access to fully transparent information about their timepiece, including its raw materials and verified by Sourcemap.

KPIs used to measure the effectiveness of our solution.



Data Points for solution:



Number of items benefiting from our solution

- 2.4M+ durable products



Number of brands/suppliers adopting the solution

- 50+ brands

Client Testimonials

“Because Arianee is an open-source solution, each consortium member can use the core platform and move in their own direction, whether that’s for specifications or new ideas”

- Pedro Lopez-Belmonte, Blockchain Tech Lead, Richemont

<https://www.ledgerinsights.com/cartier-owner-richemont-why-it-chose-a-public-blockchain/>

“Arianee brings a leading blockchain based digital identity solution that ensures security and transparency for our clients”

- Nicolas Mordacq, Business Development Manager - Dentsu Tracking

Success Stories:

Provide detailed success stories or case studies highlighting significant achievements and benefits.

<https://www.arianee.com/use-cases/breitling>

<https://www.arianee.com/use-cases/ecosystem-and-darty-launch-first-digital-product-passports-for-appliances>

<https://www.arianee.com/use-cases/mugler-digital-product-passports-customer-experience>

<https://www.arianee.com/use-cases/panerai-elevating-luxury-watch-ownership-with-digital-product-passports>

Future Developments :

Upcoming Features:

- Increase DPP utilities through partnerships with service providers
- Make it easy for brands to integrate DPP solution into their systems

Vision :

- Arianee's solutions help decouple growth from new production by empowering brands and consumers to embrace circularity. Through Digital Product Passports (DPPs), we enable seamless resale, refurbishment, and recycling, extending product lifecycles and reducing reliance on virgin resources. This approach fosters sustainable growth by maximizing the value of existing products while minimizing environmental impact.

Additional Information :

Partnerships:

- Ecosystem, ISRA, Neyret, DFNS, Polygon, BCG, Ebay, Stiss, Dentsu, Accenture, Temera, Beontag, SaveYourWardrobe, Grace,...
- <https://www.arianee.com/arianee-partners>

Certifications:

- SOC2, Ecovadis, Veridise

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