



ORIGINALLUXURY

**T4T Tech Partners**

# AURA BLOCKCHAIN CONSORTIUM

Technology for Transparency Report  
3rd Edition  
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AURA  
BLOCKCHAIN  
CONSORTIUM

## Company Information:

### Aura Blockchain Consortium

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## Company Description:

The Aura Blockchain Consortium is a non-profit organisation created from and for the luxury industry to make blockchain technology easy and available to all luxury brands. We act for the greater good by uniting over 50 luxury brands to enhance traceability, authenticity, and sustainability, recording over 50 million products on our blockchain.

With our blockchain expertise, Aura provides secure, customized solutions, with the highest data security that will remain in trusted hands for the long-term

Number of employees: 11-50



## VALUES

### Create a culture of collaboration

Collaborative spirit, trust and innovation drive the Aura Blockchain Consortium.

### Give the customer experience a new dimension

Enhancing the customer journey throughout the physical and virtual dimension is key to our business model.

### Inclusive to any luxury brand

We are easily accessible to any luxury organisation which defines itself through uniqueness, brand recognition, highest market positioning and quality standards, including any groups, brands and ecosystem partners who share similar values.



## MISSION

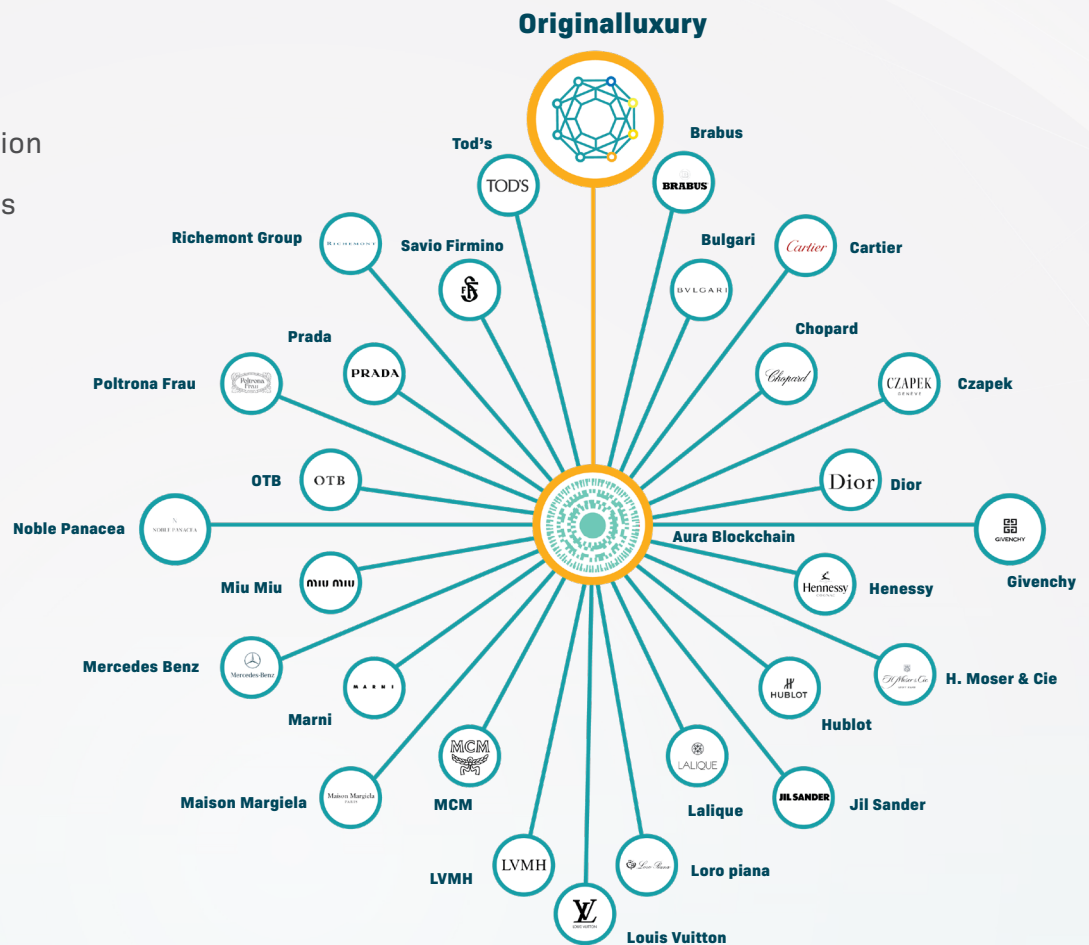
- We, the Aura Blockchain Consortium, are a non-profit association of luxury brands investing in technologies to enhance the customer experience and build a virtuous future for luxury.
- We strive to make blockchain solutions and related technologies easy and available to all luxury brands.
- We strive to provide tools to assist in creating transparency and trust for all customers and stakeholders.
- We strive to improve the buying, owning, selling, reselling and recycling experience of luxury goods.

## Company's tagline:

The Aura Blockchain Consortium is a luxury partner, making blockchain solutions and related technologies easy and available to all luxury brands.

### Legend:

- Core Organization
- Member Brands



## Solution I:

### Solution Name

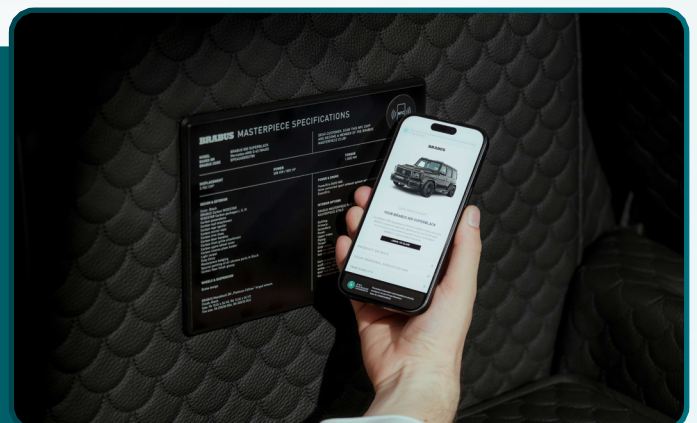
- Digital Product Passport

### Solution Overview

- The digital DNA of your luxury product with full traceability and guaranteed data security

### Description

- A digital product passport is a digital ID that contains key information about a product, such as its origin, materials, and how it can be recycled or resold. It helps consumers easily track the product's history and ensures authenticity and transparency. This information is securely stored and can be accessed to verify the product's details.







## Enhance

### *Trust Through Transparency*

Authenticate each product with irrefutable proof of origin and craftsmanship. Aura's DPP offers a clear, traceable journey from raw material to finished product, giving customers the confidence they deserve.



## Elevate

### *Customer Experience*

Delight your customers with instant access to rich product details, care instructions, and sustainability credentials—all through a simple scan. The DPP turns every product into a story, enhancing the buying experience and building brand loyalty.



## Embrace

### *Sustainability & Circularity*

Seamlessly track a product's lifecycle, promoting responsible consumption and supporting recycling, reuse, and resale. Aura's DPP helps brands lead the charge in sustainability, one item at a time.

## Benefits for Brands



### **Comprehensive Product Lifecycle Tracking**

- Monitor your product's entire journey, from sourcing to retail, with full visibility and traceability.



### **Secure Data Storage**

- Store sensitive product information safely on the Aura blockchain, offering the most secure platform for your Digital Product Passport (DPP).



### **Enhanced CRM Tools**

- Extend customer relationship management with advanced tools, enabling personalised experiences and better engagement.



### **Direct Customer Communication**

- Connect directly with customers, fostering stronger relationships and brand loyalty.



### Regulatory Compliance

- Ensure your brand remains compliant with evolving transparency and sustainability regulations.
- EU Regulation for Digital Product Passports — As part of the EU's Ecodesign for Sustainable Products Regulation (ESPR), DPPs are being introduced to promote transparency, sustainability, and circularity. These passports will provide essential details about a product's lifecycle—from materials and production to recycling or disposal—helping consumers make informed decisions and encouraging responsible use.



### Rich Storytelling Capabilities

- Leverage DPPs as a storytelling tool, showcasing the product's journey from conception to customer, enhancing brand narrative.



### Pre-Owned Market Control and Access

- Seamlessly engage with second-hand and future customers while maintaining control over the rapidly growing luxury resale market, positioning your brand for the future of luxury shopping favoured by the next generation.

**Beyond meeting transparency requirements, Aura leverages DPPs to craft a more elevated and immersive experience for the customer.**

#### DPP Features

- Luxury authentication
- Raw materials
- Traceability
- Lifetime Warranty
- Sustainability
- Circularity
- Claim of ownership
- Transfer of ownership / Gifting
- Warranty
- Insurance
- Digital Twin
- AI Recognition
- Augmented Reality
- Apple/Google Card
- Direct customer messaging
- Resale
- Maintenance

### Target Audience:

- Luxury Brands, Customers, Suppliers, Regulators

### Geography:

- International



## Traceability & Transparency Enhancement:

### Traceability & Transparency Goals:

An enhanced experience for the customer through the entire product lifecycle, from raw materials sourcing all the way to gifting and product maintenance.

### Consumer persecutive:

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

## Benefits for Customers:



### Enhanced Product Transparency and Authenticity

Customers can access complete transparency and peace of mind with access to verified information about your product's origin, materials, and lifecycle, ensuring authenticity and fostering trust in your luxury purchases.



### Informed Purchasing Decisions

Make better purchasing choices by accessing comprehensive details about the product's journey and sustainability practices.



### Sustainability Assurance

Verify the ethical sourcing and environmental impact of your luxury products, aligning your purchases with your values.



### Engagement with Brands

Experience direct communication with brands, enhancing customer service and personalizing your shopping experience.



### Access to Provenance Information

Discover the story behind your luxury items, from materials to craftsmanship, enriching your connection to the product.



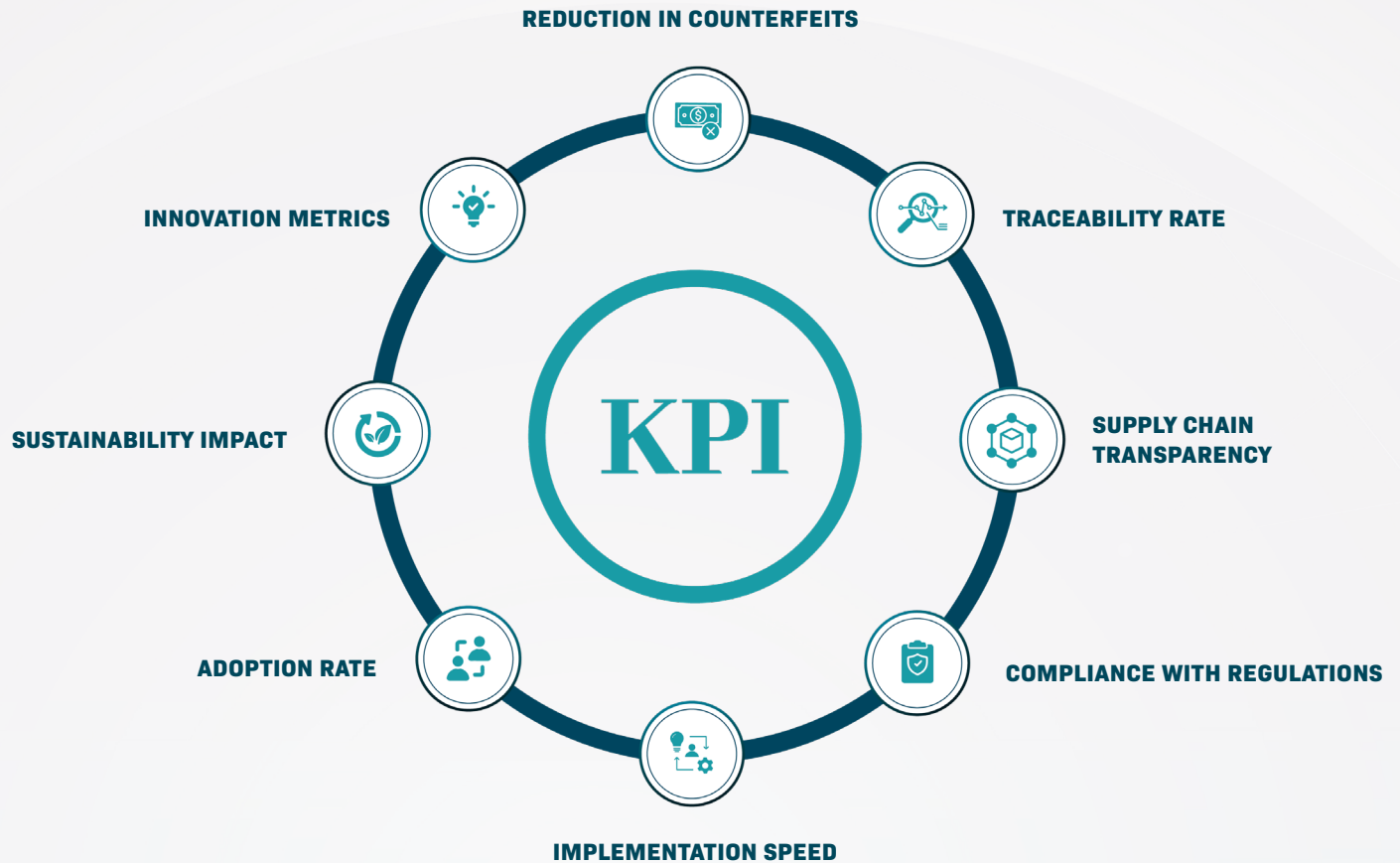
### Second-Hand Assurance

Feel confident when purchasing pre-owned luxury items, knowing you have access to verified history and authenticity through DPPs.

## Technology Used:



## KPIs used to measure the effectiveness of our solution.



### Data Points for solution:



Number of items benefiting from our solution

- Over 50 million luxury goods are recorded on our private blockchain.



Number of brands/suppliers adopting the solution

- Over 50 luxury member brands are a part of our consortium



## Qualitative Data for solution:

### List Client Names:

<https://auraconsortium.com/members>

**Vision:** Our long-term vision for traceability & transparency in the luxury sector and how our solution will contribute.

- Our guiding principle is believing that collaboration can coexist with competition for a greater good.
- We are putting consumers at the heart of the process.
- Our community of brands and customers value trust, sustainability, authenticity, innovation, and shared decision-making.
- We are working to strengthen relationships between brands and their customers to increase sustainability and enable the circular economy to combat counterfeiting and the grey market.

## Contact Information:

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