



ORIGINALLUXURY

T4T Tech Partners

ZATAP

Technology for Transparency Report
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Company Information:

ZATAP by collectID

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Company Description:

With ZATAP, consumers are just one tap away from authenticity, transparency, and traceability through blockchain technology. The ZATAP technology creates a new customer-centric communication channel by combining physical products with digital experiences.

Number of employees: 11-50



MISSION

To redefine consumer's joy and connection with the brands they love.



IMPACT

Every physical product is a magic hub to the brands' digital universe.

Solution I :

Solution Name

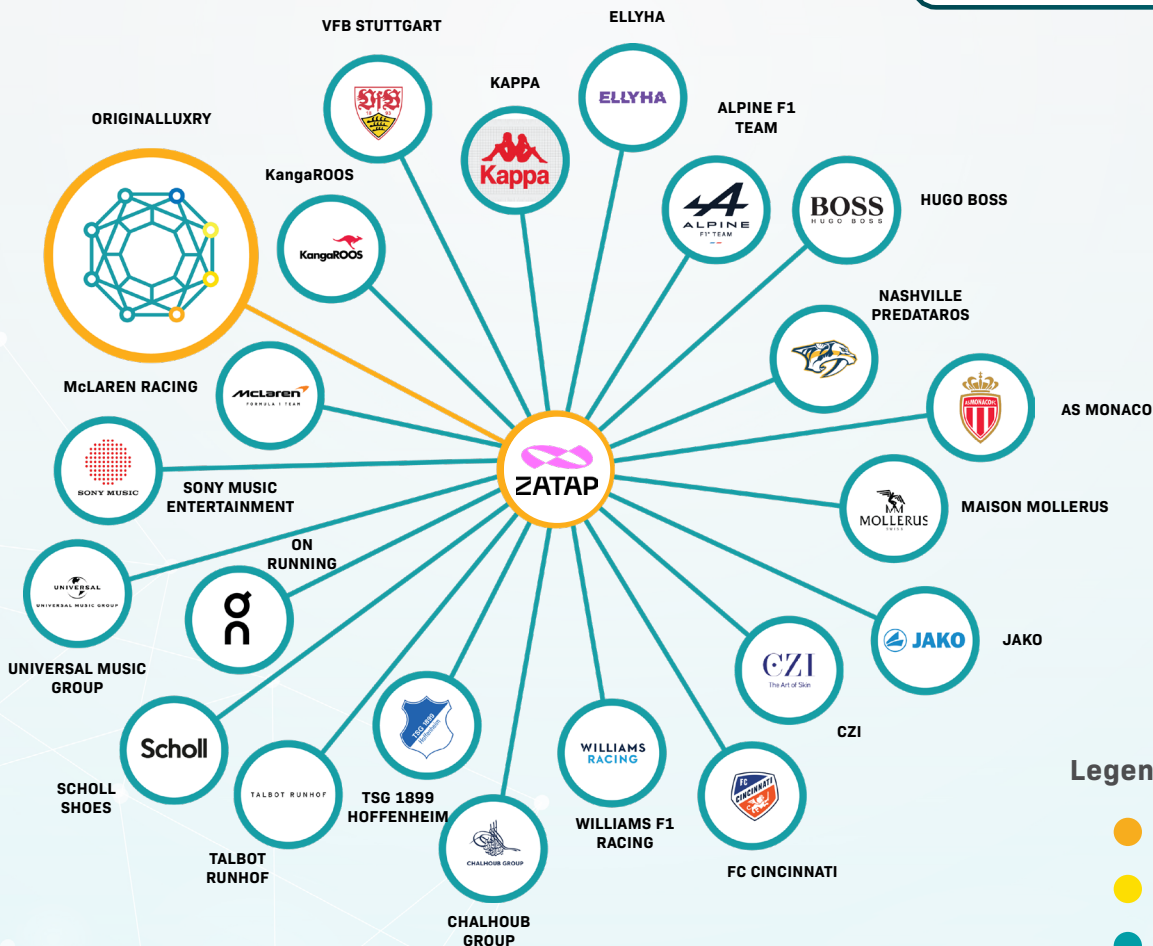
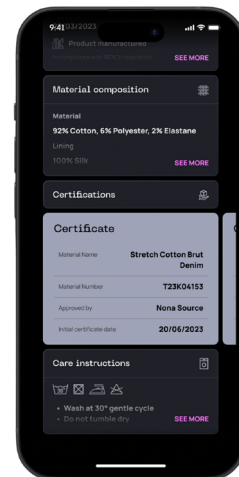
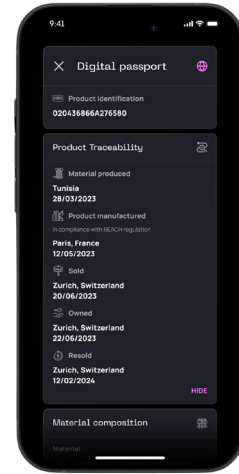
- ZATAP Phygital Studio

Solution Overview

- The ZATAP Phygital Studio allows brands to easily and dynamically build phygital experiences for consumers through their physical products. Such experiences encompass a tamper-proof product authentication guarantee, transparent supply chain information, care instructions and other relevant product information, as well as captivating brand stories and exclusive benefits to promote customer engagement and retention. Consumers simply tap the product with their smartphone to dive into the magic hub of the brands' digital universe.

Geography:

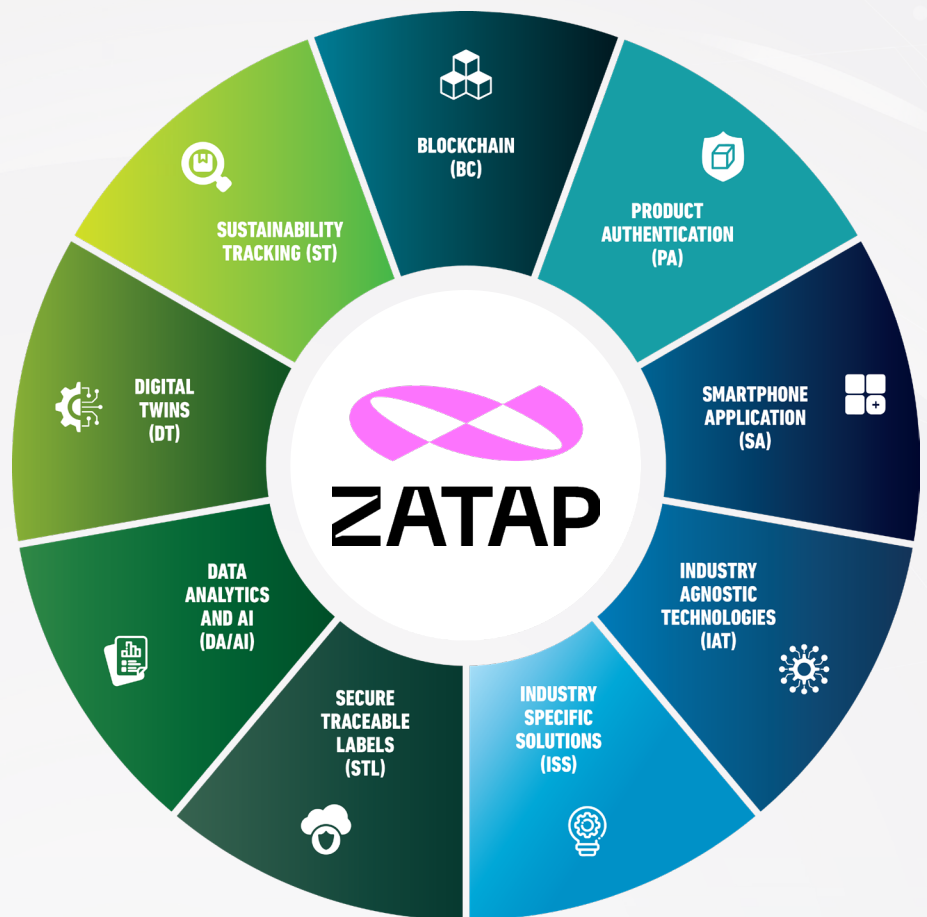
- Globally



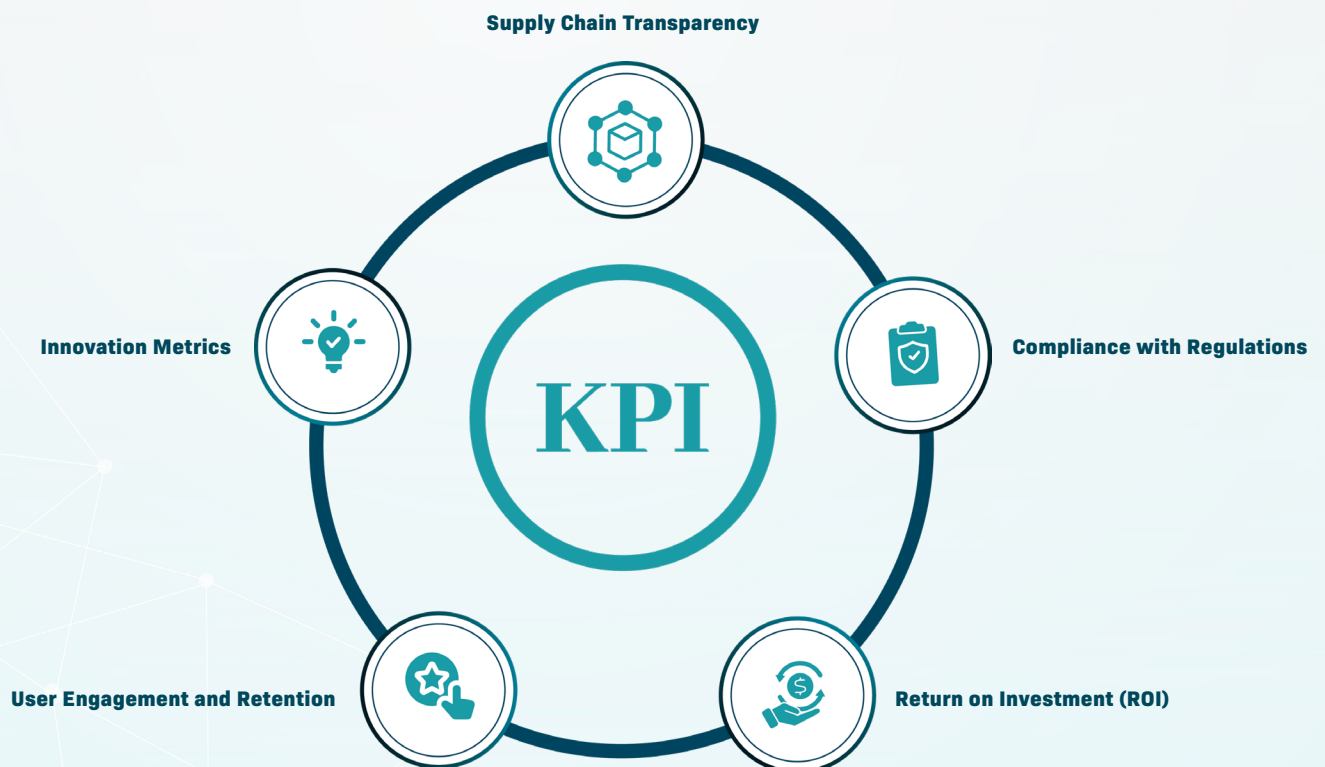
Legend:

- Core Organization
- Partnerships
- Clients

Technology Used:



KPIs used to measure the effectiveness of our solution.



Data Points for solution:



Number of items benefiting from our solution

- 500'000+



Number of brands/suppliers adopting the solution

- 30+

Contact Information:

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ZATAP - ONE TAP AWAY FROM PHYGITAL

Use Cases: Luxury and Fashion

In the pursuit of enhancing transparency and authenticity in the luxury sector, we are thrilled to present three illuminating use cases that showcase how the ZATAP Phygital Studio has revolutionized the customer experiences of leading brands. These cases exemplify the transformative power of technology, forging seamless connections between the physical and digital worlds. Join us as we delve into the stories of ELLYHA, Hugo Boss, and Maison Mollerus, as they leverage our solutions to deliver groundbreaking experiences for their customers.

1. ELLYHA: Transforming Fashion with Transparency and Innovation

In partnership with ZATAP, ELLYHA, a Swiss high-end ready-to-wear brand, is revolutionizing the fashion industry through innovation and a commitment to sustainability. Their latest venture, DROP 02, represents a pivotal step towards enhanced transparency. This use case delves into ELLYHA's initiatives and the transformative power of their collaboration with ZATAP.

Release Information

- DROP 02 features a curated selection of six sustainable pieces, each equipped with a serialized Digital Product Passport and a unique identity.
- The DPP provides information on the origin of the repurposed garments and their journey across the short supply chain.
- To minimize waste and overproduction, ELLYHA introduced a pre-order mechanism for their iconic silhouettes made from carefully sourced leftover materials of the LVMH Group.

Project Goals

- With the DPP, ELLYHA wants to provide customers with a transparent view of their supply chain, from material sourcing to production facilities.
- The introduction of a Digital Product Passport aligns perfectly with ELLYHA's mission to differentiate itself from the competition by promoting conscious consumerism.

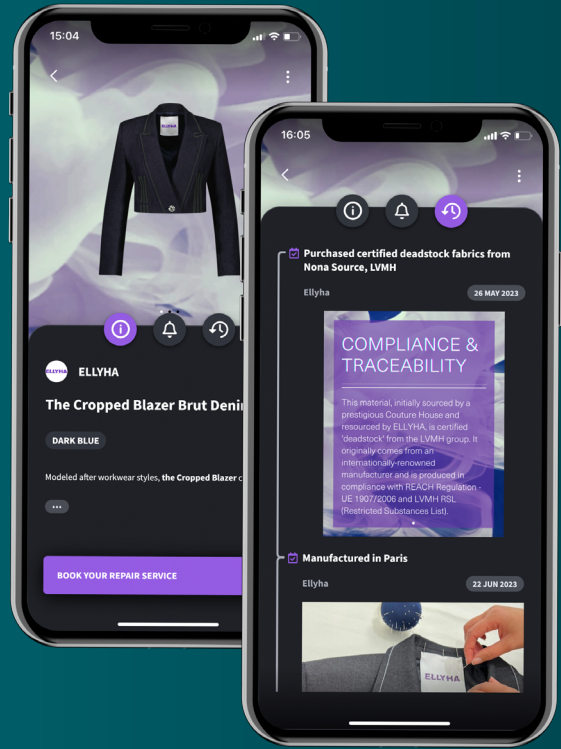


"As each of our physical pieces showcases a unique serial number, our customers are very excited to discover which piece they own out of the produced serialized number. Their overall feedback is very positive and they are curious to further discover the perks of owning a phygital product."

Elissa Lefoll, Founder of ELLYHA

User Journey and Customer Benefits

- ELLYHA empowers customers with a transparent supply chain, shedding light on material sourcing and production locations.
- Detailed information about material composition and origin allows customers to make informed choices.
- ELLYHA offers a repair service, fostering product longevity and encouraging customers to invest in sustainable fashion.
- By providing care instructions, ELLYHA helps customers maintain product quality and extend the lifespan of their garments.
- Owners of previous collections enjoy early access and discounts for pre-orders, strengthening customer loyalty.



Project Recap and Brand Benefits

- ELLYHA gains a direct channel to communicate with customers, fostering customer-brand relationships and driving sales.
- The brand's differentiation through innovation and sustainability positions ELLYHA as a responsible and forward-thinking brand, building a unique reputation.
- ELLYHA takes on a pioneering role in contributing to the development of digital product passports, thereby anticipating upcoming EU legislation.

"Our second drop, powered by ZATAP, is a step toward a more sustainable fashion future. By allowing customers to access the journey of their garments through the Digital Product Passport, we're promoting conscious consumerism and enabling a deeper connection between consumers and the fashion they wear. We want to empower individuals with knowledge about their clothing and inspire a sense of responsibility in the fashion choices they make."

Elissa Lefoll, Founder of ELLYHA

This collaboration between ELLYHA and ZATAP propels the brand towards a more sustainable and transparent future, enriching the customer experience and strengthening its commitment to environmental responsibility.

2. Hugo Boss x Imaginary Ones: Connecting Physical and Digital

In the ever-evolving world of premium and luxury fashion, authenticity stands as a non-negotiable cornerstone. Hugo Boss recognizes the paramount significance of authenticity and provides its customers with a groundbreaking method to ensure the integrity of their products. This transformation was ignited through a pioneering collaboration between Hugo Boss and Imaginary Ones, facilitated by our cutting-edge technology. The result is an unprecedented gateway, bridging physical products with the digital realm while placing authenticity at its core.



Release Information

- In the vein of the collaboration between Hugo Boss and the NFT studio Imaginary Ones, a highly limited phygital cap was released.
- The cap was made exclusively available to holders of the HUGO x Imaginary Ones NFT, adding a layer of exclusivity and uniqueness to the product.
- Through ZATAP, owners could verify the authenticity of their cap and unlock a digital wearable with additional perks.

Project Goals

- The cornerstone of the project is the creation of an immutable proof of authenticity stored on the blockchain.
- The project sought to create a seamless connection between physical caps and their digital twins, unlocking a myriad of possibilities for customers.

User Journey and Customer Benefits

- Customers tap their cap to receive irrefutable proof of authenticity.
- The unique ID allowed customers to unlock their digital twin on the Ready Player Me platform to then wear it in various virtual environments.
- Unique redemption codes ensured that only customers with physical access to the cap could redeem the digital wearable, providing a secure and exclusive experience.
- Customers were restricted to redeeming the digital wearable only once, safeguarding the exclusivity of the product and discouraging sharing of access.



Project Recap and Brand Benefits

- The Imaginary Ones community expressed overwhelming enthusiasm for the innovative experience, lauding the fusion of physical and digital realms.
- The project strengthened Hugo Boss' ability to protect its brand against counterfeiting, ensuring the authenticity of its products.
- By offering a digital extension of the physical product, Hugo Boss prolonged the customer journey into the digital realm, creating increased engagement and laying the foundation for new revenue streams.
- The innovative approach elevated the overall customer experience, aligning with Hugo Boss's commitment to innovation and authenticity.

This collaboration between Hugo Boss, Imaginary Ones, and ZATAP marks a transformative step toward a more authentic and immersive future, where luxury fashion and innovation merge seamlessly.

3. Maison Mollerus: Pioneering Sustainability and Authenticity in Handbags

Maison Mollerus, renowned for its exquisite handbags and leather goods, is leading a sustainable fashion movement in partnership with ZATAP. In this use case, we delve into Maison Mollerus' project, presenting a collection of handbags crafted from recycled leather and the introduction of the brand's first iteration of a Digital Product Passport.



Release Information

- Maison Mollerus unveiled a collection featuring four distinct models of handbags, each meticulously crafted from recycled leather.
- Each of the recycled handbags is equipped with a digital twin that tells the story of the eco-friendly production process.

Project Goals

- Maison Mollerus wanted to create awareness for recycled leather products and grant customers a behind-the-scenes look into their production facilities.
- With the ZATAP Phygital Studio, Maison Mollerus wants to provide customers with immutable proof of authenticity for their handbags.
- Especially because of its diverse target audience, reaching from young to old, Maison Mollerus wanted to get to know its customers and establish a direct relationship with them.

User Journey and Customer Benefits

- With a simple smartphone tap, customers access the bag's proof of authenticity.
- The digital twin guided handbag owners through the innovative manufacturing process around the recycled leather handbags, fostering appreciation and trust for sustainable practices.
- Maison Mollerus rewards customer loyalty by offering those, who unlock their digital twin, an exclusive discount for their next purchase.
- Customers could utilize their proof of authenticity to trade their handbags on the secondary market, promoting circularity and sustaining value.



Project Recap and Brand Benefits

- By using recycled leather and innovative manufacturing, Maison Mollerus promoted a more sustainable and environmentally responsible production process.
- The ZATAP Phygital Studio allowed Maison Mollerus to establish a direct communication and sales channel with customers, building stronger customer-brand relationships.
- Maison Mollerus set itself apart from the competition by being an early adopter of NFC technology for product authentication and promoting sustainable manufacturing processes.
- The project laid the groundwork for secure and autonomous peer-to-peer secondary trading, offering added value to customers and the brand.

This collaboration between Maison Mollerus and ZATAP exemplifies their commitment to sustainability, authenticity, and innovation, enhancing customer experiences while laying the foundation for change in the fashion industry.

Useful links

- [ZATAP Success Stories](#)
- [ZATAP x Maison Mollerus](#)
- [Swiss Fashion Brand ELLYHA Partners with ZATAP for Second Drop](#)
- [3 Revolutionary Reasons Why ELLYHA is Changing Swiss Fashion](#)

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