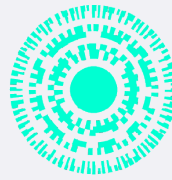


# TRANSPARENCY MEANS TRACEABILITY



AURA  
BLOCKCHAIN  
CONSORTIUM

*By Romain Carrere, CEO of Aura Blockchain Consortium*

In today's global luxury market, transparency, authenticity and sustainability have become non-negotiable values for brands and consumers alike. Consumers, who have access to more information than ever before, now expect this information to be easily accessible and all in one place. As more and more solutions bring light and visibility to both upstream and downstream product processes, the real opportunity is to bring this all together.



## THE DIAMOND INDUSTRY IN THE DIGITAL AGE

For the diamond industry, we now stand at an exciting moment in history. In recent years, the value chain has been structured with traceability in mind. Technology has already played a critical role in collecting, consolidating and verifying the remarkably complex steps from mining to final product, on the one hand, as well as adding new ways to engage and entice in the realm of customer experience, on the other.

Despite many new solutions, however, the market for digital solutions remains fragmented from

both a customer and brand perspective. In an industry that holds some of the highest levels of independent product scrutiny and audit, fragmentation leads only to complexity. With this, we also have the greater potential for error.

For Aura Blockchain Consortium, we see complexity as an opportunity. There is huge potential for this industry to benefit from a more holistic approach to ownership, authentication, certification, storytelling, and customer experience, as we have seen with our comprehensive approach to blockchain-based Digital Product Passports (DPPs). From here, any desired level of traceability is possible.



## THE POTENTIAL OF DIGITAL PRODUCT PASSPORTS

One of the leading examples for any traceability solution is the multi-faceted DPP. DPPs serve as a comprehensive digital record of a product's lifecycle, offering transparent information about its origin, production, certification and environmental impact.

For diamonds, this means not just verifying the stone's authenticity, but also providing insights into its ethical sourcing policies, providing a central reference point for official certifications, offering added value in the form of warranty or product servicing, and so much more. Tracing a diamond's provenance and journey brings a crucial dimension of depth and transparency to the traceability of the finished product.

A primary reason for brands' increasing focus on DPPs is new regulations intended to make transparency and traceability a regulatory requirement for any luxury brand in Europe. In 2022, European legislators announced the Ecodesign for Sustainable Products Regulation (ESPR). The legislation is reshaping brands' relationships with their supply chains, and many luxury products sold in the EU will need digital product passports when the ESPR comes into effect as law from 2026. Given the environmental, social and ethical complexities of the diamond industry's supply chains, these regulations will have a major effect on the diamond landscape as DPPs become a requirement.

At Aura, our DPP solutions go beyond just traceability - but we appreciate the significance of this point in the context of the diamond industry. Whether the Kimberley Process Certificate, G7 Certificate, or a laboratory certification such

as GIA, customers now have immediate access to proof of product authenticity and ethical production. The depth and accessibility of this information has the potential to build levels of trust and transparency never seen before.

Furthermore, they unlock new avenues for consumer engagement and storytelling, allowing brands to create personalized experiences and offer additional services.

We work with every brand to find the mix of DPP benefits that works best for them, whether that may include exclusive product branding or assets, warranty information, membership and rewards, repair and servicing, transfer of ownership, gifting or even recycling options. In the context of diamonds, this enables brands to strengthen their relationship with consumers even further, creating new and exciting avenues to enhance loyalty and trust for the entire lifecycle of product ownership.

## TAMPERPROOF RECORDS, IMMUTABLE OWNERSHIP

Aura Blockchain Consortium's DPP solutions are independent and blockchain agnostic, meaning they can operate on both private and public blockchains. This flexibility ensures that the consortium's solutions are, first and foremost, accessible and adaptable to all luxury brands, regardless of their existing technological infrastructure and can be tailored to a wide range of needs.

In the diamond sector, this has the potential to aggregate all existing digital solutions, certificates and customer experience programmes into a single, customer-facing platform.

Through blockchain, we can provide a tamperproof digital ledger that records every step of a diamond's journey, from the mine to rough cut screening, to cutting, to polishing, to setting, all the way to the retail counter and beyond. This level of visibility offers a unique advantage in the market: consumers can now verify the origin, authenticity, and ethical sourcing of their diamonds with unparalleled certainty. For luxury brands, this means enhanced consumer trust, improved brand reputation, and compliance with increasing regulatory demands for sustainability and ethical transparency.



## PROOF, AT YOUR FINGERTIPS

Aura Blockchain Consortium's traceability solutions are already being implemented by leading brands in the jewellery industry, and we continue to expand our reach and impact across the sector. With over 50 million luxury products recorded on our private blockchain, our benchmark-setting growth affirms the consortium's role as a trusted partner for the most diverse selection of global luxury brands using blockchain technology.

In terms of DPP applications to diamonds, Aura proudly supports a range of applications and customer-facing solutions. This includes those for Louis Vuitton with their LV Diamonds collection,

which included the creation of the first ever fully digital, blockchain-based LV Diamond Certificate of authenticity; the Bvlgari Digital Passport, where customers can access unique characteristics, gemstone certifications, product life cycle, and warranty details; and the Prada Eternal Gold collection, which includes fully recycled, certified gold and a fully traceable diamond - tracked from mining to setting.

In each case, the digital certificate employs Aura blockchain technology to ensure that the information and certification for each product is accessible, transparent, verifiable, and tamper-proof.

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## SETTING THE STANDARD FOR THE FUTURE

The luxury sector is at a pivotal moment. Consumers are increasingly demanding transparency, and regulators are implementing stricter obligations around sustainability and ethical sourcing. At Aura Blockchain Consortium, we are not just responding to these changes, we are leading them with a view that all of this information should be accessible in one place. As we continue to innovate and expand our offerings, we remain committed to our mission of creating a more transparent, sustainable, and ethical future for the luxury industry as a whole.