

Trust, Provenance, and the New Luxury Contract

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A New Era of Luxury

Luxury has always carried more than a price; it has carried a promise. For centuries, that promise was sealed by hallmarks, the reputation of a trusted jeweler, or the patina of time. Today, however, luxury is evolving. Clients no longer accept trust at face value; they demand proof. In a digital-first society, beauty without evidence risks invisibility, and an untold story becomes a story doubted.

This shift is not theoretical. In our collaboration with Platinum Guild International (PGI) to develop the Platinum Guild Circle (PGC) Platform, we heard the same urgent questions from retailers in London, manufacturers in Bangkok and Sydney, and designers in New York: *How can we prove our promise? How can we earn trust not only at the point of sale but across a lifetime of ownership?*

The answer is the **Eternal Digital Product Passport (DPP)**. More than a certificate, it is the living biography of a jewel: linking origin, craftsmanship, ownership, and story into a narrative that remains verifiable and alive long after the first transaction. This is not an incremental improvement; it is the true dawn of a new luxury era.

Beyond Authenticity

When PGI hired Sinus:Consult to assess the PGC Platform across four countries, authenticity naturally ranked high among consumer concerns. But the data revealed something deeper: authenticity alone is not sufficient. Trust today demands proof, and proof must extend far beyond a hallmark.

Consumers want to know not only *what* something is, but *where it came from, who shaped it, and how it traveled into their hands*. They expect access to miner certifications, designer inspiration and sketches, diamond cut histories, service records, and appraisals - all in one seamless, evolving record. They seek proof, but they also crave the story. As the study showed, stories drive value: **63% of buyers chose a DPP-backed ring over an identical one without it, even at a higher price.**

The PGC Platform fuses technical rigor with emotional resonance, offering a brand experience where proof and story move together. With a single tap, a client shifts from hard data to personal narrative without leaving the trusted environment. In this way, the DPP does more than secure authenticity: it transforms transactions into enduring relationships and experiences that grow richer over time.

The Proof in the Numbers

The PGI × Sinus:Consult four-country study was not just positive, it was definitive. In the UK, USA, Germany, and Australia, the message was clear: proof changes perceptions, and perceptions influence value.

- **79% of buyers** said a DPP made them more likely to consider platinum.
- **63% chose the DPP-backed ring** over an identical one without it, even at a higher price.
- The average premium consumers were willing to pay was **+9%**, with peaks of **up to +20%** in some markets.
- Nearly half of respondents reported that a DPP increased a jewel's financial and emotional value.

Beyond numbers, the study uncovered behaviors. Consumers described the concept of a digital identity as *"highly desirable."* Many said they would even retroactively register past purchases if given the opportunity, proof of pent-up demand. Others emphasized the power of gifting or social sharing: a DPP is not just reassurance; it becomes part of the joy of giving and receiving, and part of how a jewel's story is shared with others.

These are not abstract attitudes; they are **market signals**. They tell us that trust, once earned and demonstrated, is not only durable but also bankable.

The Invisible Infrastructure of Trust

A DPP is not magic; it is a method. Its strength is not in vague promises but in disciplined architecture.

- **Truth first:** every claim is verifiable.
- **Privacy by design:** the client owns consent, data is shared only on their terms.
- **Interoperability:** a jewel's biography travels seamlessly, from jeweler to insurer, from gifter to heir, from primary market to secondary, without losing integrity.
- **Brand-grade storytelling:** not filler, but narrative rooted in craft, provenance, and artistry.

This invisible infrastructure matters. Luxury has always demanded precision - in carat weights, mechanical tolerances, and stitching counts. The PGC Platform brings the same rigor to the intangible: information, proof, and story. It is what allows a client to trust that a certificate, a sketch, a service record, and a personal dedication are all connected, scattered, fragile, and not fakeable.

Why This Moment Matters

We are in the midst of a once-in-a-generation shift in how ownership is experienced. Customers no longer merely buy objects; they enter into relationships with them. Those relationships are not sustained by warranties tucked away in drawers, but by living, tangible records they can access anywhere, anytime.

In this new contract between brand and client:

- The **hallmark becomes digital**.
- The **provenance becomes portable**.
- The **story becomes shareable**.
- The **trust becomes renewable**.

The emotional importance of this shift cannot be overstated. A young couple giving an engagement ring today not only looks for authenticity but also wants the story of design, origin, and meaning to be part of the jewelry itself. Parents thinking about their children's inheritance want a clear record of ownership. Friends sharing their purchases online want the DPP as much as the jewel to tell the story.

This is no longer about compliance or technology; it is about redefining what it means to own luxury in a digital era.

The Call to Leadership

The lesson from the PGI study is simple: the market is ready. The question is whether leadership will act. Waiting for regulators to mandate DPPs in their segment is a choice to follow rather than to lead. The brands that move first will not only meet compliance, but they will also define the standards others must measure against.

Those early leaders will become the names clients remember and mention when telling the story of their ring, their necklace, their heirloom. Their products will not only carry intrinsic beauty but also a digital biography that builds trust and sustains it across generations.

Trust is the currency of luxury. Provenance is its language. The Digital Product Passport is the grammar that gives it meaning. For those willing to lead, it is not merely a record, it is the biography of beauty.

This article is part of ORIGINALLUXURY's Thought Leadership Series on Digital Product Passports and Luxury, inspired by the PGI x Sinus:Consult four-country study and the journey of building the PGC Platform.