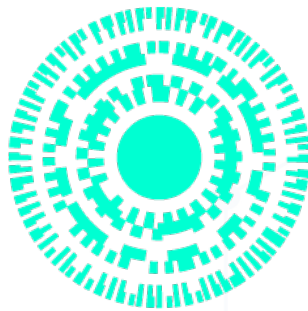


# ORIGINALLUXURY

Extract from ORIGINALLUXURY Technology For Transparency  
2nd Edition, March 2024



## AURA BLOCKCHAIN CONSORTIUM



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#### **AURA BLOCKCHAIN CONSORTIUM: SETTING THE STANDARD**

Aura Blockchain Consortium is the first and only consortium created from luxury brands for luxury brands. It is the industry's leader with over 40 luxury member brands and 30 million products recorded on the Aura blockchain.

Aura Blockchain Consortium was born from the need to address the common challenges faced by the luxury goods industry through the transformative power of blockchain technologies. They encourage luxury brands to dream big, begin with small-scale pilots, and use a trusted and secure platform to enhance the customer journey in unprecedented ways.

Established by LVMH, Mercedes-Benz, OTB Group, Prada Group, and Cartier, part of Richemont, with a vision that collaboration can coexist between competitors for the greater good, Aura Blockchain Consortium is on a mission to help the luxury industry embrace their digital transformation by putting the consumer at the centre to enrich and empower the customer experience through simple and customisable solutions. Through traceability, transparency, authenticity and sustainability, Aura Blockchain Consortium forges trust and serves as a safe haven for luxury innovation.

They are a non-profit association of luxury brands investing in emerging technologies and innovative thinking to bring the customer experience to a new level and build a virtuous future for the luxury industry.

They strive to make blockchain solutions and related technologies easy and available to all luxury brands by providing tools to assist in creating transparency and trust for all customers and stakeholders. Aura Blockchain Consortium strives to improve the buying, owning, selling, reselling and recycling experience of luxury goods.

Embrace the future of luxury with Aura Blockchain Consortium - where tradition meets innovation, and possibilities are reimaged. Together, let us craft a new era of luxury.

## “From Luxury, For Luxury”

Today, Aura Blockchain Consortium proudly unites over 40 luxury brand members:

BVLGARI

*Cartier*

*Chopard*  
GENÈVE

CZAPEK  
GENÈVE

DIOR

GIVENCHY

*Hennessy*

HERISTORIA

HUBLOT

JILSANDER

*Loro Piana*

LOUIS VUITTON

Maison Margiela  
PARIS

M A R N I

M I U M I U

*H. Moser & Cie.*  
VERY RARE

NOBLE PANACEA

PRADA

TOD'S

Additional brands will be revealed in due course

### THEIR MISSION

The luxury industry is currently facing unprecedented challenges when it comes to authenticity, traceability, sustainability, circular economy, and transparency. The European Union has placed a great deal of responsibility on brands, requiring them to take ownership of the end-of-life phase of their products. This is a daunting task, but it's one that can be tackled much more effectively when brands come together to share ideas and resources. Through collaboration, real impact can be made.

At Aura Blockchain Consortium, they understand these challenges and are working hard together with their members to overcome them. By offering an additional blockchain layer to the digital product passports, the Aura blockchain can help brands ensure that the information provided to customers is authentic and traceable, which is critical to building trust with consumers and adhering to forthcoming regulations from the EU.

Moreover, their platform opens up exciting new opportunities for brands to engage with customers in innovative ways that were previously impossible. This creates a unique value proposition for luxury brands, enabling them to differentiate themselves from competitors and offer customers a truly enhanced experience.

Overall, Aura Blockchain Consortium is one of the leading blockchain solutions addressing the critical issues facing luxury brands today. By collaborating together and leveraging the power of blockchain technology, we can create a more sustainable, transparent, and innovative future for the industry as a whole.

## AURA BLOCKCHAIN CONSORTIUM SOLUTIONS:



Aura Blockchain Consortium is committed to supporting their member brands in embracing their digital transformation in its entirety.

With this, Aura Blockchain Consortium provides a diverse range of exceptional offerings, with their flexible and simple solutions:

- **Digital Product Passport:** Aura's Digital Product Passport (DPP) offers brands a comprehensive framework for navigating EU regulations and local directives while allowing the flexibility to tailor their approach to their unique desires and storytelling. Adding significant value, their solution establishes the standard for the luxury industry, unlocking Web3 utilities and functionalities uniquely through a choice of private or public blockchain.
- **Digital Collectibles:** Key to the world of NFTs and SBTs, where physical products become digital assets, enhancing product value and forging unprecedented connections with the end consumer.

### DIGITAL PRODUCT PASSPORT (DPP)

Aura Consortium's Digital Product Passport revolutionises direct-to-consumer access to a product's history and proof of authenticity. This innovative approach ensures a transparent and seamless tracking of a product's lifecycle, from its inception through distribution, bolstered by trusted and immutable data.

Positioned to redefine the product-owner relationship, particularly in anticipation of upcoming EU regulations. This Aura solution guarantees immutable assurance of authenticity, as well as providing valuable insights into sustainability, transparency, and traceability. With several live use cases from their member brands and many more to come, Aura is at the forefront of the luxury industry, offering ownership certificates and comprehensive traceability of a product's lifecycle, both upstream and downstream.

### SOME OF AURA'S DPP FEATURES

#### *Authenticity*

By emphasising authenticity, the Consortium safeguards against counterfeit products, aligning with the circular production goal of promoting quality and reliability. The Aura Blockchain Consortium's commitment to authentication not only enhances consumer trust, but also contributes to a more sustainable and ethical consumption ecosystem.

## Transparency

Transparency is a crucial pillar, fostering openness and clarity throughout the entire supply chain, both upstream and downstream. This transparency not only builds trust but also aligns with circular production goals by allowing consumers to make informed choices about the environmental impact of the products purchased.

## Traceability

Traceability is another vital aspect, as it facilitates the ability to track the origin and movement of products. This capability contributes to the circular economy by enhancing accountability and reducing waste in the production process.

Aura's blockchain-based DPPs have the capacity to comply with upcoming regulations thanks to its agnostic blockchain-based solutions – meaning that it can be provided on either public or private blockchain. Aura will thus empower luxury brands to effectively contribute to the EU objectives of more environmentally sustainable and circular products:

- They can display trustworthy, readable and certified product data anchored on the blockchain: the best way to fulfill one of EU's requirements for "reliable source of information", and thus combat counterfeiting.
- A DPP on the blockchain guarantees an immutable and reliable proof of ownership, preventing disputes or fraudulent claims. Each product will be exclusively linked with a single designated owner.
- The link between the DPP and the product ensures transparent and secure recording of the product lifecycle and traceability information, eliminating uncertainties and ensuring trust. In other words, all the information about the product can be tracked and recorded on the blockchain in a secure way.
- A DPP on the blockchain also enables customers and brands to unlock the benefits of Web3: direct customer/brand connection, embedded utilities such as repair, e-warranty, e-insurance, etc.

**What is The Aura Digital Product Passport?**

Aura's Digital Product Passport (DPP) can display trustworthy and certified data anchored on the blockchain.

RAW MATERIALS | SUSTAINABILITY  
LABOUR | MANUFACTURING

The best way to fulfill one of the EU's requirements for "reliable source of information".

AURA BLOCKCHAIN CONSORTIUM

## BLOCKCHAIN AGNOSTIC

At Aura Blockchain Consortium, they have crafted their solutions to operate on both private and public blockchains, ensuring broad accessibility. It is their commitment to empower every facet of the digital landscape, uniting the best of both worlds for a truly encompassing experience.



### PRIVATE BLOCKCHAIN

In a private blockchain, product IDs are kept on a controlled network, accessible only to authorized participants. Although it does not offer the full transparency of the public blockchain, it enhances privacy and control, crucial for protecting product info for luxury brands.



### PUBLIC BLOCKCHAIN

In a public blockchain, product IDs are secured in a decentralized network, ensuring transparency. While privacy concerns may arise due to open access, it's important to acknowledge the advantages of having access to diverse blockchains for brand benefits and seamless interaction with any digital wallets.

## LIVE USE CASES FROM THEIR MEMBER BRANDS:

Aura Blockchain Consortium has a wide range of live use cases from their over 40 luxury member brands. These use cases showcase the adoptions of these technologies to the customer and how they enrich and enhance the customer experience. To see more use cases, you can visit Aura Blockchain Consortium's LinkedIn page.

### TOD'S CUSTOM DI BAG DPP

Tod's announced their first DPP initiative in November with the integration of the Aura Digital Product Passport into their iconic custom Di Bags.

This DPP assures authenticity of the bags, including ownership certificates, which provide essential insights into the production and craftsmanship behind the product, the origin and sustainability certifications of raw materials and packaging, and the Group's commitment to sustainability. In addition, a customer delight experience with Tod's dedicated premium benefits is included.

By offering our DPP for this iconic product, Tod's safeguards brand integrity, promotes transparency, and strengthens their customer engagement while also anticipating upcoming EU regulations. Starting now, every personalised Di Bag will be digitally linked to an immutable traceability token, enhancing the customer experience, with the brand planning to expand the use of the Consortium's solutions to additional collections.



## DIOR 'B33' SNEAKERS

In July, Dior launched their blockchain-enabled 'B33' sneakers collection.

This token-linked product empowers owners through the Digital Product Passport to access the shoe's certificate of authenticity, gain insights into the various stages of the manufacturing process, and receive exclusive updates about Dior's upcoming sneaker releases.

These coveted sneakers, in addition to the traceability and authenticity features, also possess a digital twin on Ethereum, created using the Multi-Token Minter, powered by Aura Blockchain Consortium

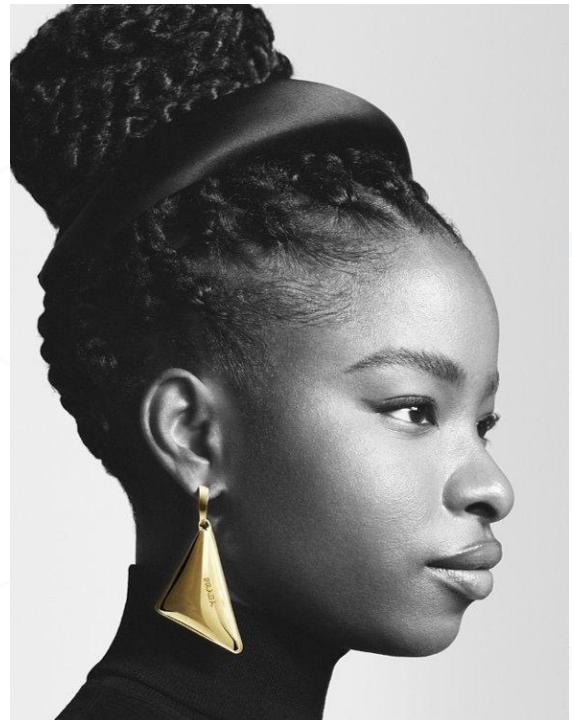


## PRADA ETERNAL GOLD FINE JEWELRY

Prada is revolutionising the luxury industry by leveraging blockchain technology to enhance transparency and traceability for clients. By doing so, Prada Group is tackling the significant challenges faced by the industry in our modern era.

Prada made a groundbreaking debut in 2022 with their Eternal Gold collection, the industry's first truly sustainable fine jewelry collection. Setting a new standard for luxury brands, Prada utilised 100% certified recycled gold. This mitigated the environmental impact associated with mining new gold and championing the cause of human rights. Prada extended the traceability of diamond origins from stones of 0.5 carats or larger to stones of all sizes, challenging the industry norms and promoting transparency throughout the supply chain.

The journey of individual pieces is accessed by Prada's clientele by tapping the authenticity card with their mobile. An Aura blockchain verified image of the product will appear and consumers are able to trace the provenance and authenticity of every aspect of their fine jewelry piece, from mining to cutting and polishing. Furthermore, they are able to see the certification of the recycled gold as well as the authenticity of the piece.



## H.MOSER & CIE GENESIS

By offering an all-embracing, immersive experience and using an approach that combines physical, digital and virtual dimensions, Aura Blockchain Consortium collaborated with the luxury watch brand as they introduced a cutting-edge, customer-focused solution.

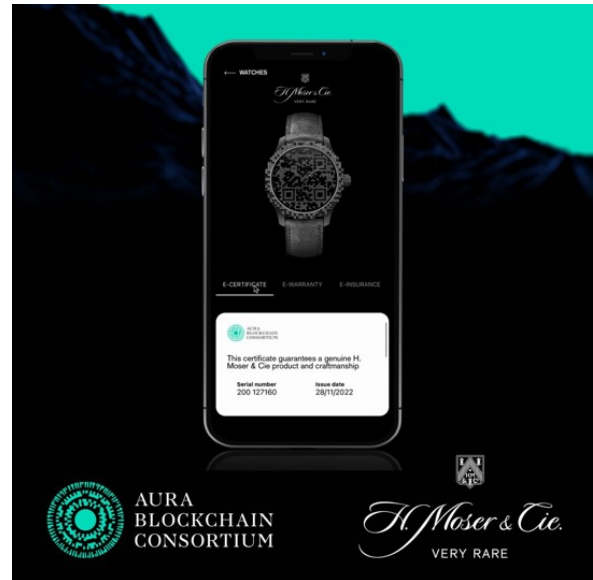
Based on the development of an ecosystem structured through a dedicated app, their new Genesis timepiece allows watch authentication through blockchain technology, provided by the Aura DPP solution. This authentication and certification will eventually be introduced for all their watches via the warranty card that is included with each model giving the customer access to details they never had before.

Along with the traceability feature, through Aura Consortium's technology, owners can also access the warranty details, such as the technology used and the warranty expiry date as well as a first of its kind insurance service. Their DPP provides full traceability on the watch's insurance that has been embedded to the products in this collection.

A truly groundbreaking development, these watch owners can now access the details of their insurance, such as who is the provider, the expiry date, any previous claims and cover in case of theft etc., thus giving the consumer an unrivalled insurance service.

## KEY TAKEAWAYS

- Aura Blockchain Consortium was founded from luxury, for luxury.
- Aura Blockchain Consortium is a non-profit association of luxury brands investing in technologies to enhance the customer experience and build a virtuous future for luxury.
- Aura Blockchain Consortium strives to make blockchain solutions and related technologies simple and available to all luxury brands.
- Aura Blockchain Consortium's Digital Product Passport redefines the product relationship, providing immutable assurance of authentic ownership and valuable information for sustainability, transparency and traceability.
- Aura Blockchain Consortium strives to provide tools to assist in creating transparency and trust for all customers and stakeholders.
- Aura Blockchain Consortium strives to improve the buying, owning, selling, reselling and recycling experience of luxury goods.







**ORIGINALLUXURY**

**Pioneering Transparency Through  
Technology in the Luxury Sector**