



ORIGINALLUXURY

Extract from ORIGINALLUXURY Technology For Transparency
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CAMILLE
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Camille Louise Jewellery is a phygital (physical and digital) Swiss impact-tech brand committed to sustainability. It pioneers the future of jewellery ownership and narrative, actively contributing to Sustainable Development Goals (SDGs) 5, 9, 10, 12, 13, and 17, while pursuing the path towards Net-Zero. Founded in 2020 by Aline d'Ambricourt and Camille Louise Merré, a mother-daughter duo recognized as Top 100 Innovators by IoDF for “planet profitability,” Top 100 Women @Davos, Top 100 Women of the Future Global Vol. I in “Web3 & Metaverse,” and Top 25 Women in the Metaverse, among other accolades.

At CLJ, harnessing the power of technology as a key lever for circularity, enhancing the consumer experience, and reducing returns while minimizing environmental impact and carbon emissions is a priority. The Maison acknowledges a profound responsibility to minimize environmental impact, recognizing that planet Earth is non-fungible—unique, irreplaceable, and non-interchangeable. Powered by a commitment to redefine the jewellery industry, CLJ integrates cutting-edge technologies such as XR, blockchain, and NFTs, driven by a focus on value creation into every facet of the jewellery value chain. The maison aims to act as a catalyst for positive change, showcasing that it is possible to be both profitable and sustainable. By intertwining phygital (in real life and online) tokenized jewellery and leading an omni-channel circularity business-to-experience model, CLJ prioritizes planetary profitability while advancing technology to deliver solutions for sustainable growth.

CLJ's core focus is driven on technology tools that power emerging technology, enhancing the end-user experience and driving transparency through traceability, trackability and accountability showcases in the phygital 360° client journey:

I. PRODUCTS:

- Phygital Jewellery
- Digital-Only Cross-Platforms Avatar Wearables compatible with Apple Vision Pro
- NFTs with utility

CAMILLE LOUISE JEWELLERY (CLJ)

PHYGITAL (PHYSICAL + DIGITAL) PRODUCTS: EXPERIENTIAL JEWELLERY



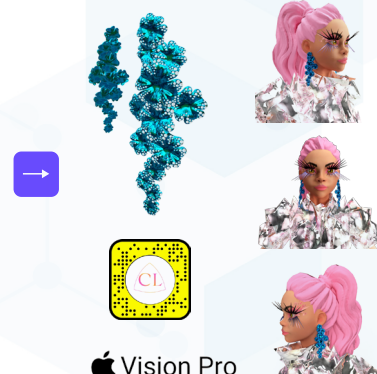
1

TRIES-ON DIGITALLY JEWELLERY WITH 3D VIEWER,
AR TRY-ON & RING STACKING



2

PURCHASES JEWELLERY
IN FIAT OR CRYPTO



3

ADD-ON PURCHASE OF AVATAR WEARABLES
WITH XR COMPATIBILITY

II. TECHNOLOGY SOLUTIONS:

- 3D viewer
- Virtual try-on & stacking (Rings)
- Digital Product Passport (Digital Twin as NFTs)

3D VIEWER & VIRTUAL TRY-ON & STACKING:

CLJ' uses 3D digital assets as a foundation, driving efficient and sustainable processes. These assets serve as the starting point for crafting both physical and digital-only jewellery products and experiences, aligning with the Maison's commitment to an industry-wide sustainability agenda-digital-first, less physical, manufacturing only what there is demand for.

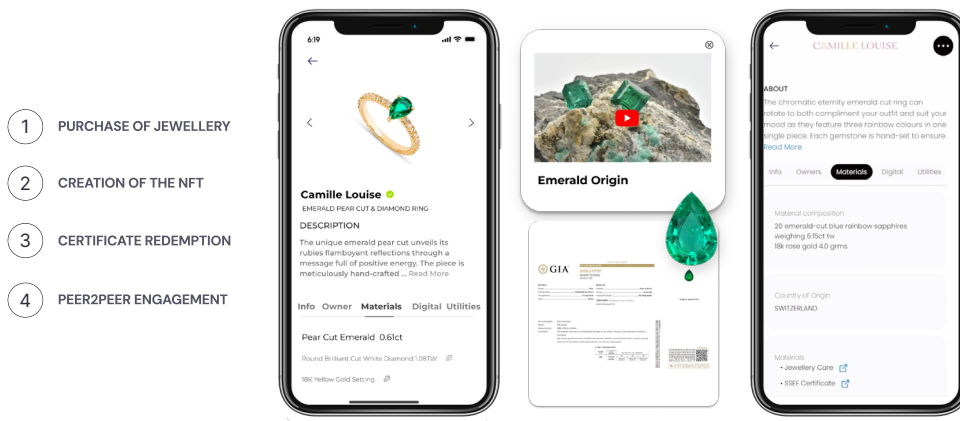
The technology is implemented on all selection of rings on the Maison's e-commerce.

DIGITAL PRODUCT PASSPORT (DIGITAL TWIN AS NFTS)

CLJ pairs each jewellery with a Digital Product Passport (DPP) on blockchain for efficient processes, trackability, and provenance, providing insights into the long-tail of product lifecycle and ownership.

DIGITAL PRODUCT PASSPORT (DPP)

TRACING JEWELLERY LIFECYCLE & ELEVATING THE CLIENT'S JOURNEY BACKED BY BLOCKCHAIN



THE DPP INCLUDES:

- Digital Twin (NFT)
- CLJ certificate of authenticity
- Product information: Material provenance certification
- Proof of ownership (Digital ID): traceability, transparency & lifecycle
- Jewellery memorabilia as XR "box"
- Loyalty Programme & CRM: personalized communications
- Services: Warranty, Repairs & Care kit
- Up-selling & Cross-selling
- Gifting & Resale



CONTRIBUTING TO THE SDG's

AS "FRIENDS" OF GOALS HOUSE, CLJ IS "CHAMPIONING SUSTAINABILITY DRIVEN BY IMPACT AND PURPOSE, SHIFTING THE DIAL FOR A MORE SUSTAINABLE FUTURE"



CATALYZING WOMEN'S INCLUSION

A women-led company committed to women equality and equity. CLJ is a member of leading Women's organizations such as 100 Women Davos, 100 Women of the Future and Marble Collective. Leading an ambassador program for women's education on circularity & emerging technologies.



SUSTAINABLE CIRCULAR PRODUCTION

Powering cutting-edge 3D digitalization and XR technology showcasing jewellery. for pre-orders, driving innovation and efficiency. Increasing sales and reducing returns. Prioritizing sustainability by utilizing upcycled materials, eco-friendly packaging, and bio-mimicry-inspired designs.



DEVELOPING LOCAL ECONOMIES & OPPORTUNITIES

Focused on local partners providing resources to NGOs: fostering partnerships and donations to charities. Offering volunteering opportunities within communities and providing support to disadvantaged individuals. Promoting youth advocacy for climate resilience, circularity, and impact-driven initiatives.



CONSCIOUS DESIGN & DIGITAL PRODUCT PASSPORT (DPP)

All CLJ pieces are paired with the DPP (blockchain) ensuring ethical, traceable and transparent supply chain of materials and manufacturing process. Made from 100% recycled 18k gold, the diamonds and gemstones are mine-to-market certified conflict-free. All suppliers and partners are members of RJC, ICA, GIA, DeBeers Sightholders ensuring ethical and transparent supply chain.



RESPONSIBLE PRODUCTION & REDUCING CO2 EMISSIONS

CLJ's focus is towards net zero to actively reducing carbon emissions to accelerate change across the jewellery industry. Investing in renewable energies from up-stream to down-stream processes. CLJ website runs on renewable energy & content delivery network (CDN).



SCALING SUSTAINABLE CIRCULAR PRODUCTION

Stronger as a collective, CLJ aims to amplify its impact by collaborating with purpose-driven partners and beyond the trade industry. Focusing on value partnerships committed to the brand's value from NGO's preserving craftsmanship, women-led organizations in emerging tech, driving innovation for sustainable consumption.

100%
Recycled 18k gold towards a circular economy with traceable designs gemstones mine-to-market

100%
Recycled, FSC-certified paper, reducing packaging emissions

50%
Average renewable energy across manufacturing suppliers

10%
Reduction of total carbon footprint through the use of on-demand manufacturing

CLJ's driver stems from a vision that goes beyond jewellery—it's about pioneering a sustainable and technologically advanced approach that redefines not just the products the Maison creates, but the very essence of how CLJ's engages with their clients, enhancing the consumer journey committed to leading change in the jewellery industry.

#cljforplanetprofitability #Creators4Impact



ORIGINALLUXURY

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