



ORIGINALLUXURY

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

ELLYHA



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THE STORY BEHIND THE BRAND

ELLYHA was created by lawyer-turned fashion designer, Elissa Lefoll, who wanted to create a brand that would resonate with the multi-faceted personalities of women across industries:



“Over the years, my wardrobe has represented my workplace over my personality with its long line-up of black, grey and navy tailored clothes. I wanted my clothing line to put women’s wants and needs at the heart of its DNA by always uncompromising on creativity, quality and finishes. More importantly, I wanted to create a brand that went beyond offering a product – an experience made by women for women”.



THE BRAND

Established in 2021, ELLYHA is a Swiss-born high-end ready-to-wear brand, crafting conscious elegance through innovative design.

The brand’s exclusive collections, meticulously crafted from certified repurposed fabrics, are intricately linked to NFTs, signifying not only their exclusivity but also their authenticity.

ELLYHA champions unconventional self-expression, embracing core values such as individuality, creativity, and empowerment.

The vision of ELLYHA is to inspire confidence and individuality in everyone, offering versatile designs that facilitate genuine self-expression while transcending limitations.



THE COMPANY

Our vision:

Be a leader in the phygital fashion space, by leveraging innovative technologies and sustainable practices to create a unique and meaningful customer experience.

Our mission:

Disrupt the industry by creating a brand that goes beyond offering a product, but an experience made by women for women.

Our values:

Innovation, individuality, sustainability, community, empowerment.

Our promise:

Provide exclusive and sustainable pieces while fostering a sense of community and continuously innovating to exceed our customers' expectations.



SUSTAINABILITY: USE OF DEADSTOCK FABRICS.

Use of repurposed fabrics only:

We are committed to reducing fashion waste and minimizing our environmental impact. That's why we exclusively use deadstock fabric from high-end luxury houses and designers, repurposing high-quality materials that would otherwise go to waste. By doing so, we not only contribute to a circular economy but also offer unique and exclusive pieces to our customers.

Local sourcing and production:

ELLYHA's collections are designed in Switzerland and made in Europe. With its whole supply chain in Europe, the brand also reduces its carbon footprint by reducing transportation emissions.

THE ELLYHA NFT CERTIFICATE: DIGITAL PASSPORTS FOR YOUR WORDROBE.

Embedded NFC Technology:

Each garment comes with a small NFC (Near Field Communication) tag discreetly embedded in the fabric. This tag acts as a gateway to the digital world, connecting your physical wardrobe to its virtual counterpart.

Easy Access with Your Phone:

Using your smartphone, you can effortlessly scan the NFC tag on your garment. A simple scan will reveal the digital passport of your product.

Your Garment's NFT – A Digital Passport:

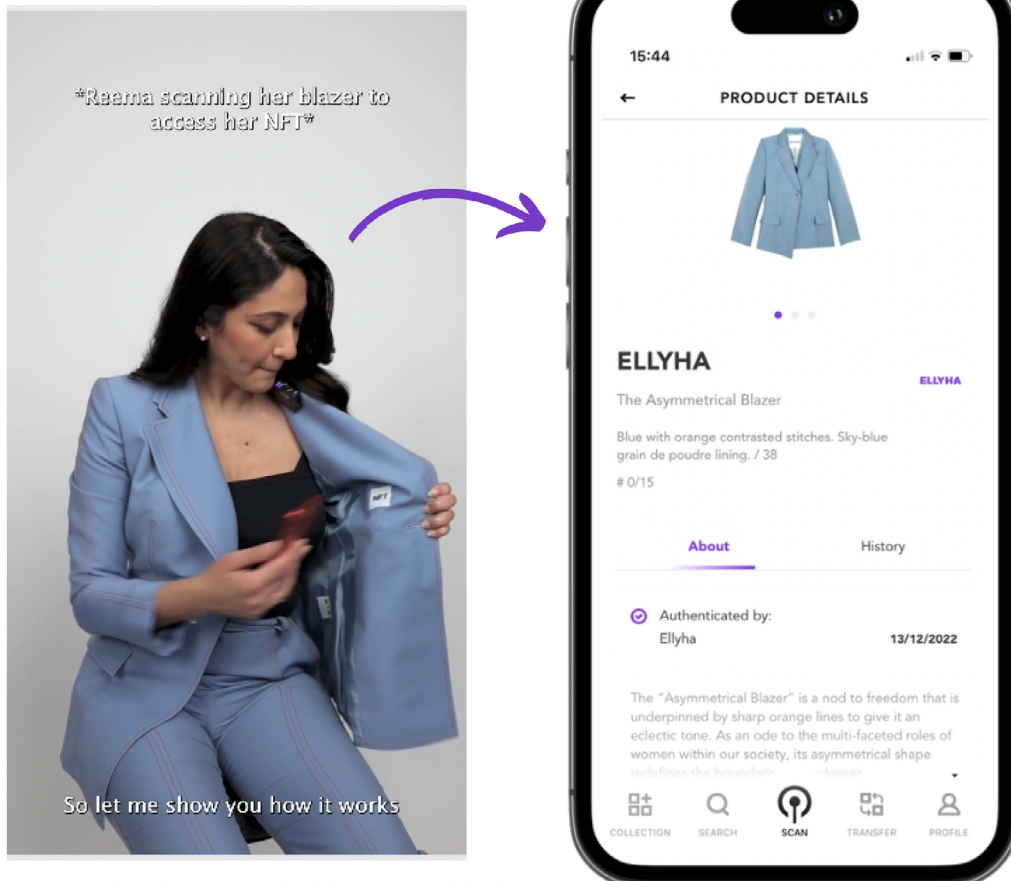
Once scanned, you gain access to the garment's unique Non-Fungible Token (NFT). Think of it as a digital passport for your ELLYHA piece. This NFT, secured on the blockchain, serves as a one-of-a-kind identifier for your item.

Serialization on the Blockchain:

Each NFT is serialized on the blockchain, ensuring that no two garments have the same digital identity. This not only adds an extra layer of security against counterfeiting but also enhances the exclusivity of your ELLYHA piece.

Unveil the Story:

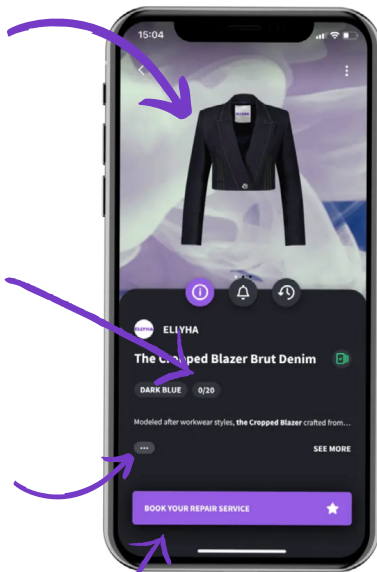
Discover the journey of your garment, from its creation to your hands. The blockchain record provides an immutable and transparent history, offering insights into the craftsmanship and authenticity of your fashion item.



This is your purchased item! You can access additional product content by swiping left.

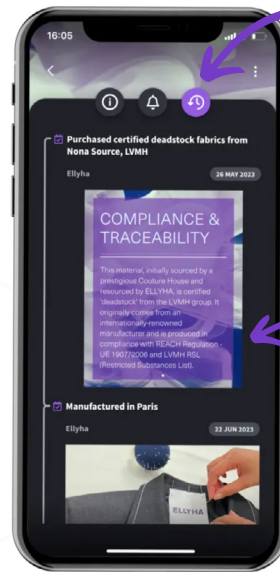
This is your piece serial number - you own piece number 0 out of the 20 pieces produced.

You can access extensive information about your garment, including Care Details, by tapping here.

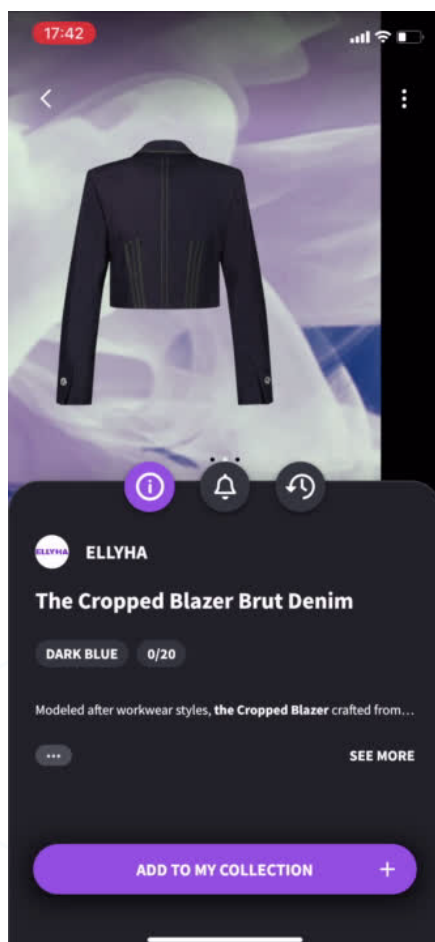


Get in touch with the us directly via your NFT (you can also book a repair if you are experiencing a problem with your purchase!)

This is where you can access the sourcing and production information of your ELLYHA piece. Each step, from material sourcing to manufacturing, is recorded on the blockchain.



The material used to create your ELLYHA piece was sourced on May 24, 2023 from Nona Source. Your piece was then manufactured in Paris on June 27, 2023.



THE ELLYHA NFT CERTIFICATE: PERKS

Authenticity and provenance:

Our NFTs provide an indisputable proof of authenticity, therefore protecting our customers against counterfeiting.

Transparency:

Our NFTs allows us to be transparent about our sourcing and production practices.

Value appreciation:

As our collections are produced in limited editions, NFTs help us take exclusivity to the next level. Each NFT owner knows which number of the serialized pieces they own.

Exclusive content and experiences:

As a member of our community, customers are able to access exclusive perks and content imagined by the brand (i.e. exclusive events, pre-sales, next drop dates etc.).

THE ELLYHA NFT CERTIFICATE: USE CASES AND INSIGHTS

Supply Chain Visibility:

ELLYHA uses NFC-enabled NFTs to provide consumers with visibility into the entire supply chain of a garment.

- Consumers gain confidence in the authenticity of materials and ethical production practices, fostering trust in the brand.

Counterfeit Prevention:

NFC tags embedded in our collections serve as a robust anti-counterfeiting measure. Consumers can easily verify the authenticity of a product by scanning the NFC tag.

- Counterfeiting risks are significantly reduced, protecting both consumers and the brand's reputation.

Ethical and Sustainable Sourcing:

Blockchain records showcase details about the sourcing of materials. This transparency allows consumers to make informed choices aligned with their ethical preferences.

- ELLYHA demonstrates commitment to sustainability, aiming to attract conscious consumers.

Consumer Engagement:

ELLYHA uses the digital interaction facilitated by NFC-enabled NFTs to engage consumers with exclusive content.

- Enhanced consumer engagement creates a sense of connection, transforming a garment into a unique and memorable experience.

Quality Assurance:

Each garment's digital passport includes information about its composition. This can encompass details like material composition, care details and adherence to industry standards.

- Consumers gain insights into the craftsmanship and durability of their purchase, fostering satisfaction and loyalty.

DROP 01



DROP 02





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ORIGINALLUXURY

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