**IBM and Arianee join forces to provide luxury and fashion brands with NFTs\* and digital passports embedding blockchain-based traceability and transparency**

**Paris, July 8th, 2021**: IBM and Arianee, a leading NFT platform for luxury and fashion industries, announce their collaboration today to provide digital passports for collectible and valuable goods, enriched with blockchain-based provenance. IBM will also join the [Arianee Project](https://docs.arianee.org/docs/arianee-project) association as a member to contribute shaping the future of Arianee protocole together with the other members. Founded in 2017, the [Arianee association](https://www.arianee.org/platform) is developing, with its members, an open source standard for digital identification of valuable assets.

Over the last years, IBM has been delivering numerous blockchain-based solutions for improving the traceability of goods for Supply Chain in Food, Beauty, Textile, Luxury, Pharma, Logistics and Automotive industries, among others. IBM provides end-to-end visibility from ingredients or raw materials down to the finished products, and throughout the distribution value chains all the way to the consumers. IBM leadership in these areas includes globally adopted business platforms such as IBM Food Trust and TradeLens, and other industry and client specific initiatives that deliver operational efficiency in Supply Chains while improving the degree of consumer transparency when it comes to sourcing and provenance of finished goods.

Arianee’s mission is to transform the way individuals own and consume luxury and fashion, empowering brands and owners by giving digital life to physical products, experiences or communities through NFTs. In this context, NFTs can deliver proofs of authenticity and ownership unleashing a new form of digital-native engagement between brands and consumers: such a relationship starts when products are sold, but eventually continues throughout the entire life-cycle of the product and goes beyond the secondary market.

Together, IBM and Arianee have the ambition to combine their blockchain and business leadership in the luxury and fashion industries to offer the most complete solution for brands, linking Supply Chain visibility with brand-consumer engagement enabling greater transparency, data privacy and ultimately unlocking trust in circular economy. IBM will provide integration services to ensure interconnectivity between traceability platforms based on IBM Blockchain Platform, client ERP software and Arianee’s solution.

*“Arianee's vision of using NFTs to strengthen brands-consumers relationship is forward-thinking and perfectly extends our traceability focus, i.e. how the product was produced, distributed and ultimately came into consumer’s hands”, said* **Luca Comparini, EMEA Blockchain Leader at IBM***. “If we frame it from a traceability angle, the relationship between brands - products - consumers tends to stop when the product is sold; however, in reality this is when the product comes to life. With Arianee, we intend to enable new digital passports that follow luxury and fashion products along their entire journeys, and we believe that this innovation will be beneficial both for our clients and their consumers.* *It is indeed an essential dimension of an augmented product strategy aiming at establishing new forms of digital relationships between brands and their clients."*

This collaboration will also provide the opportunity to explore the interoperability between Arianee’s solution based on Ethereum technology and platforms delivered by IBM Services and running on IBM Blockchain Platform.

*“We are delighted to welcome IBM, the world leader in blockchain-based traceability solutions within the Arianee Project association. We have the ambition to create strategic synergies, leveraging IBM's expertise in enterprise blockchain”, declared* **Pierre Nicolas Hurstel, CEO & co-founder of Arianee.** “T*his collaboration is an opportunity to open Arianee to a wider ecosystem, and this will be beneficial also for the luxury brands that we already work with.”*

*\*NFTs: Non fungible tokens*

**About Arianee**

Founded in 2017, Arianee is building perpetual relationships between brands and owners made of trust, respect and transparency. The Arianee protocol makes it possible to associate a luxury product with its own unique, unforgeable digital passport. This NFT-based digital passport opens up a secure, anonymous and privacy-preserving communication channel between brands - products and owners, that can at any time opt-in / opt-out for such form of digital engagement. Powered by blockchain technology, this solution relies on open-source protocol described at <https://www.arianee.org>. Arianee offers their solution for brands as a Saas platform, including a mobile-first solution enabling a comprehensive use of Arianee’s protocol. On March 11th, 2021, Arianee announced funding of €8 million to further develop such technology and meet the growing demand from fashion & luxury brands.

**About IBM Blockchain**

IBM is recognized as the [leading enterprise blockchain provider](https://c212.net/c/link/?t=0&l=en&o=3035378-1&h=4237262176&u=https%3A%2F%2Fc212.net%2Fc%2Flink%2F%3Ft%3D0%26l%3Den%26o%3D3008019-1%26h%3D3855161289%26u%3Dhttps%253A%252F%252Fc212.net%252Fc%252Flink%252F%253Ft%253D0%2526l%253Den%2526o%253D2542683-1%2526h%253D3668795253%2526u%253Dhttps%25253A%25252F%25252Fc212.net%25252Fc%25252Flink%25252F%25253Ft%25253D0%252526l%25253Den%252526o%25253D2405765-1%252526h%25253D3746314789%252526u%25253Dhttps%2525253A%2525252F%2525252Fwww.juniperresearch.com%2525252Fpress%2525252Fpress-releases%2525252Fibm-ranked-no-1-blockchain-technology-leader%252526a%25253Dleading%25252Benterprise%25252Bblockchain%25252Bprovider%2526a%253Dleading%252Benterprise%252Bblockchain%252Bprovider%26a%3Dleading%2Benterprise%2Bblockchain%2Bprovider&a=leading+enterprise+blockchain+provider). The company's research, technical and business experts have broken barriers in transaction processing speeds, developed the most advanced cryptography to secure transactions, and are contributing millions of lines of open source code to advance blockchain for businesses. IBM is the leader in open-source blockchain solutions built for the enterprise. Since 2016, IBM has worked with hundreds of clients across financial services, supply chain, government, retail, digital rights management and healthcare to implement blockchain applications, and operates a number of networks running live and in production. The cloud-based IBM Blockchain Platform delivers the end-to-end capabilities that clients need to quickly activate and successfully develop, operate, govern and secure their own business networks. IBM is an early member of Hyperledger, an open source collaborative effort created to advance cross-industry blockchain technologies. For more information about IBM Blockchain, visit [https://www.ibm.com/blockchain/](https://c212.net/c/link/?t=0&l=en&o=3035378-1&h=3101054101&u=https%3A%2F%2Fc212.net%2Fc%2Flink%2F%3Ft%3D0%26l%3Den%26o%3D3008019-1%26h%3D1330640056%26u%3Dhttps%253A%252F%252Fc212.net%252Fc%252Flink%252F%253Ft%253D0%2526l%253Den%2526o%253D2542683-1%2526h%253D3263161120%2526u%253Dhttps%25253A%25252F%25252Fc212.net%25252Fc%25252Flink%25252F%25253Ft%25253D0%252526l%25253Den%252526o%25253D2405765-1%252526h%25253D3717717138%252526u%25253Dhttps%2525253A%2525252F%2525252Fwww.ibm.com%2525252Fblockchain%2525252F%252526a%25253Dhttps%2525253A%2525252F%2525252Fwww.ibm.com%2525252Fblockchain%2525252F%2526a%253Dhttps%25253A%25252F%25252Fwww.ibm.com%25252Fblockchain%25252F%26a%3Dhttps%253A%252F%252Fwww.ibm.com%252Fblockchain%252F&a=https%3A%2F%2Fwww.ibm.com%2Fblockchain%2F)or follow us on Twitter at @ibmblockchain.

**Press contacts**

ARIANEE: Image 7

Roxane Planas – Phone/Whatsapp : +33(0)6.37.05.84.42 - rplanas@image7.fr

Juliette Mouraret - Phone/Whatsapp : +33(0)6.81.67.38.80 - jmouraret@image7.fr

|  |  |  |  |
| --- | --- | --- | --- |
|

|  |  |
| --- | --- |
| **IBM**Gaëlle Dussutour Tel. : + 33 (0) 6 74 98 26 92dusga@fr.ibm.com  | **Weber Shandwick for IBM**Robin Legros Tel. : + 33 (0)6 68 04 57 83 ibmfrance@webershandwick.com |

 |   |

|  |  |
| --- | --- |
|  |   |