

# .arianee

## PRESS RELEASE

### ARIANEE RAISES 8 MILLION EUROS TO DEVELOP ITS TECHNOLOGY AND DIGITIZE THE FASHION AND LUXURY INDUSTRY

- Available in SaaS and Open Source, Arianee's technology is deeply transforming the relationships between luxury & retail brands and their customers.
- The Arianee platform enables the creation of a **digital passport** for each object, guaranteeing its authenticity, securing its resale, and allowing brands to maintain a perpetual relationship with the product owner and a history of the associated transactions.
- **ISAI fund**, the **French Public Investment Bank (Bpifrance)**, **Cygni Labs**, and **Noia Capital funds** are investing in Arianee alongside some of the most successful Frenchtech entrepreneurs.
- At the forefront of blockchain-based solutions, Arianee uses NFTs (Non Fungible Tokens), a technological standard for digital valuables, and a utility token, the **Aria20**, to which all investors in the round are exposed in addition to equity.

Paris, 11 March 2021 – Launched in 2017 by several entrepreneurs in the luxury and blockchain spaces, [Arianee](#), **global specialist in the digital certification of valuables**, announces that it has closed its seed round with a total amount raised of €8 million. This round, which brings together leading French investors in the tech and blockchain industries - **Bpifrance**, **ISAI**, **Cygni Labs**, **Noia Capital** - as well as **a number of the most successful Frenchtech entrepreneurs** ([Thibaut Elziere](#), [Jonathan Cherkj](#), [Jonathan Benhamou](#), [Clément Buyse](#), among others), confirms the vision and relevance of Arianee's model. With this funding, Arianee will be able to meet growing demand from brands and develop its technology to promote a "reinvented customer relationship": transparent, traceable, secure, sustainable, and respectful of privacy.

Since the 2000s, the luxury and retail industries have been undergoing profound changes, and are witnessing the emergence of new prisms, from e-commerce to second-hand platforms. The **digitalization** of consumer relations, the **circular economy**, **transparency**, **traceability**, and **responsibility** have become more salient than ever: to address these emerging issues, brands must innovate to offer an experience that meets the expectations of a new generation of consumers. For brands, the stakes are high: How can they interact with customers who do not make online purchases, receive gifts, or buy second-hand products? How can they be transparent, committed, and encouraging of more responsible consumption while telling their story and driving their sales?

#### The technological protocol digitalizing customer relations

Since its creation, Arianee has aimed to become **a leading partner** in the rapidly evolving luxury and fashion industries, with the ultimate goal of having a tangible impact. This is the vision that led to the development of the Arianee protocol, the new standard for issuing encrypted **digital passports on the blockchain**, available in open source via a consortium under the French law of 1901 and open to all developers wishing to create new uses for brands.

In 2020, Arianee completed its value proposition by developing a SaaS platform which makes its technology directly accessible to brands wishing to integrate it. **Brands can offer their customers a customized and personalized experience** by developing their own user interface and producing digital passports in real time, directly from their IT infrastructure.

By proposing answers to these questions, Arianee has become the **partner of reference for luxury brands**: the Arianee solution allows brands to create a digital passport for each of their products.

This passport guarantees a product's authenticity and allows brands to maintain a perpetual relationship with the product owner and a history of the events and transactions happening during its life cycle.

A [number of brands](#) are already a part of the Arianee Consortium, including but not limited to:

Richemont, ba&sh, Breitling,  
Vacheron Constantin, Panerai,  
Audemars Piguet, Roger Dubuis,  
MB&F, Verlan, Satoshi studio,  
Olistic, Manufacture Royale, etc

#### PRESS CONTACTS

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**Pierre-Nicolas Hurstel, CEO of Arianee:** "In just under 3 years, Arianee has become a world-renowned reference platform for a rapidly-evolving sector. Today, our solution is the only one that is activated by major luxury brands for their customers. By leveraging a published, open source code and a hosted, high-performance, reliable and robust SaaS solution, we offer a durable architecture **adapted to both the integration needs of large groups** and to the customization needs of the brands' customer experience. This round of discussions confirms our initial vision: tomorrow, all objects will have a digital counterpart, and customer relationships will be decentralized and respectful of private personal data."

**Frédéric Montagnon, Co-Founder of Arianee** adds: "Arianee is attuned to the Internet of tomorrow that is decentralized and respectful of personal data (privacy by design), where each user keeps their data on their phone and chooses to share what they want and with whom. The Internet of value is revolutionizing uses and **our approach will allow the fashion and luxury industries to be at the forefront of innovation** by adopting a technology to which they contribute, without ever again having to submit to the unilateral decisions of GAFAs."

**Guillaume Simonaire, Creative Industries Investor at Bpifrance :** "Arianee is reinventing the customer relationship with fashion and luxury goods players through a unique value proposition based on the digital identity of an item. The company has proven the market-fit of its product, and **has all the assets to become the reference solution for brands** wishing to address tomorrow's major issues of second-hand goods, authentication, and traceability. Bpifrance is very proud to support this French solution which will contribute to the acceleration of the digital and ecological transformation of our industry."

**Thierry Vandewalle, General Partner at ISAI:** "By combining the assets of the blockchain and SaaS, in just 3 years Arianee has succeeded in developing uses that are now widely adopted by leading players in the luxury sector. **Arianee has invented a new CRM** which enables brands to ensure traceability throughout a product's life cycle, and to know what consumers truly own at any given moment. The digital transformation of the luxury industry is underway and the next few years promise to be exciting."

## HOW DOES IT WORK?

When a customer purchases an item from a brand using Arianee technology, they receive a digital passport on their smartphone which includes all of the product's information. In case of resell, the digital passport is transferred with the item and offers the new owner a guarantee of authenticity and good faith. On the other side, brands can track all transactions concerning their products, allowing brands to remain in perpetual, encrypted, and secure contact with the product owner.

### About .arianee

Founded in 2017, Arianee is an independent, nonprofit consortium whose mission is to implement a global standard for the digital certification of luxury goods. The Arianee protocol makes it possible to associate each luxury product with its own unique, unforgeable digital identity. This digital "identity card" opens up a secure, permanent, and anonymous communication channel between brands, products, and owners. Powered by blockchain technology, this solution is open-source and decentralized. <https://www.arianee.org>. Arianee proposes the first SaaS platform, backed by the first mobile solutions which allow brands a comprehensive use of Arianee's protocol.

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