



**HOW BRANDS CAN LEVERAGE NFTs
TO CREATE A DIRECT & PERPETUAL
LINK WITH THEIR COMMUNITY**



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NFTs IN PRACTICE



Introduction

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Definition

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Breitling

ba&sh

Satoshi Studio

RSVP

V - NFTs beyond physical goods





INTRODUCTION

In the past few weeks, "NFT" has become the latest buzzword in fashion.

Headlines like **Beyond the Hype: How NFTs Stand to Benefit Fashion Brands** and **NFTs for Fashion Are Inevitable** have been plastered across the Internet, whether you're a tech person, a fashion person, or neither.

But don't be mistaken -- NFTs weren't invented yesterday. We've been in the NFT game since 2017, so why the sudden hype?

"We think every single product that you will buy or own in the future will have a digital twin. We want to be the technology used by all the brands in the world to create these digital identity passports."

Pierre-Nicolas Hurstel, Luxury Briefing

Before we get into **the why**, we need to understand **the what**.

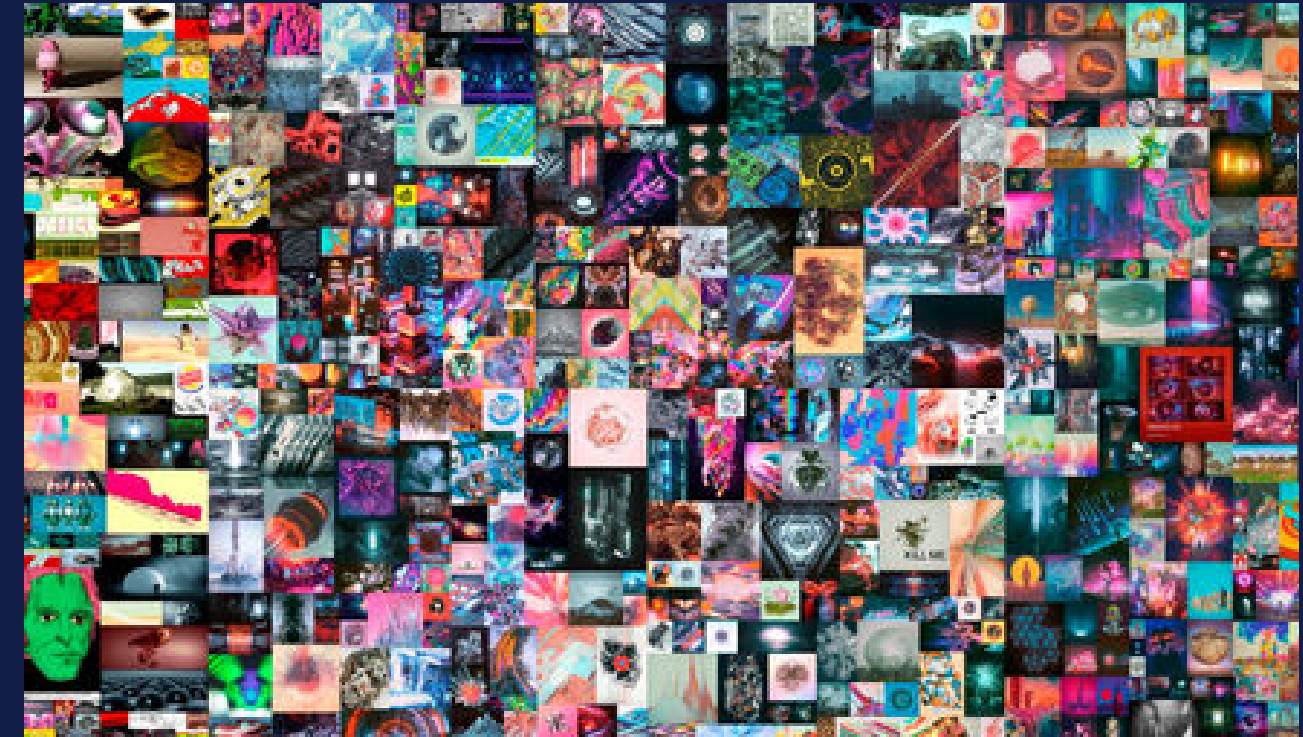
NON FUNGIBLE TOKEN

NFT stands for Non Fungible Token, and to understand what that means, we need to understand what “fungible” means.

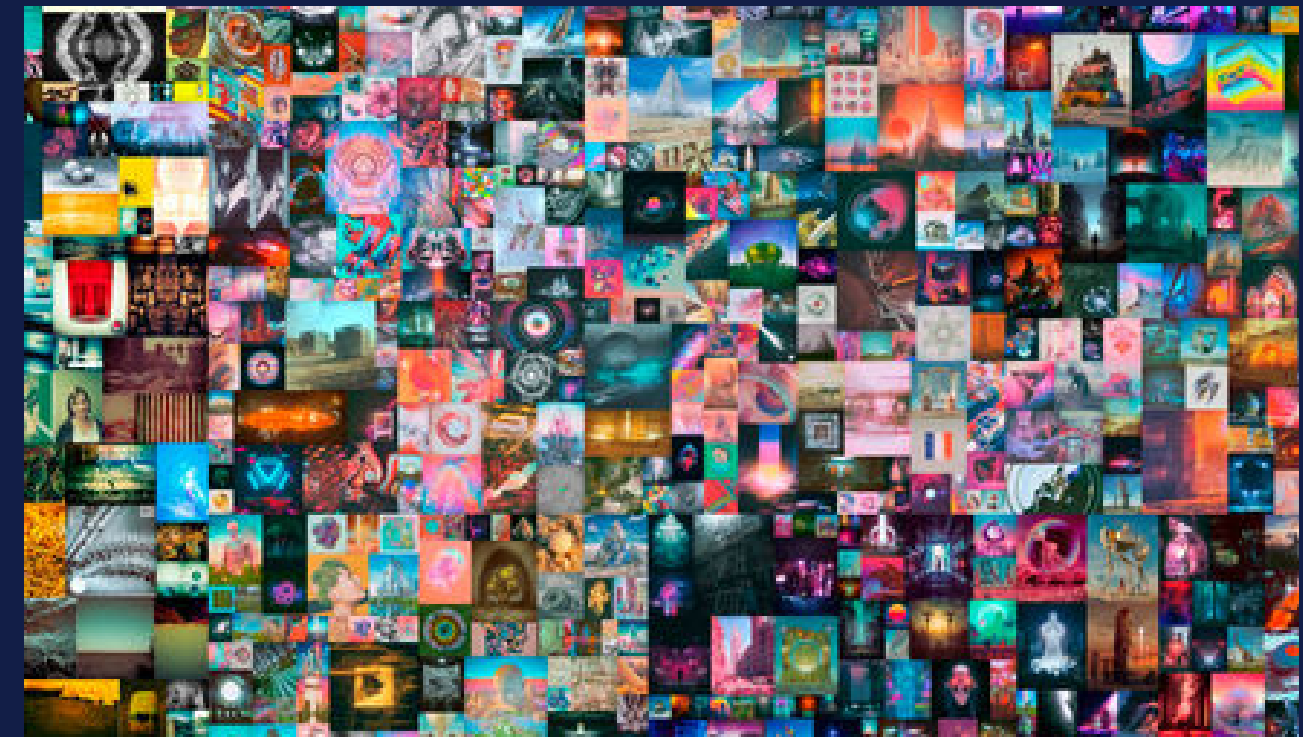
FUNGIBLE

simply means

INTERCHANGEABLE



WHAT ARE NFTs?



FUNGIBLE



Dollars, for example, are fungible. Whether you have dollar A or dollar B, you will still have a dollar no matter how often you exchange the two.

NON FUNGIBLE



A house is an example of this, because two houses of the same value remain unique by their construction and contents, **but it's possible to change ownership.**



FUNGIBLE / NON FUNGIBLE

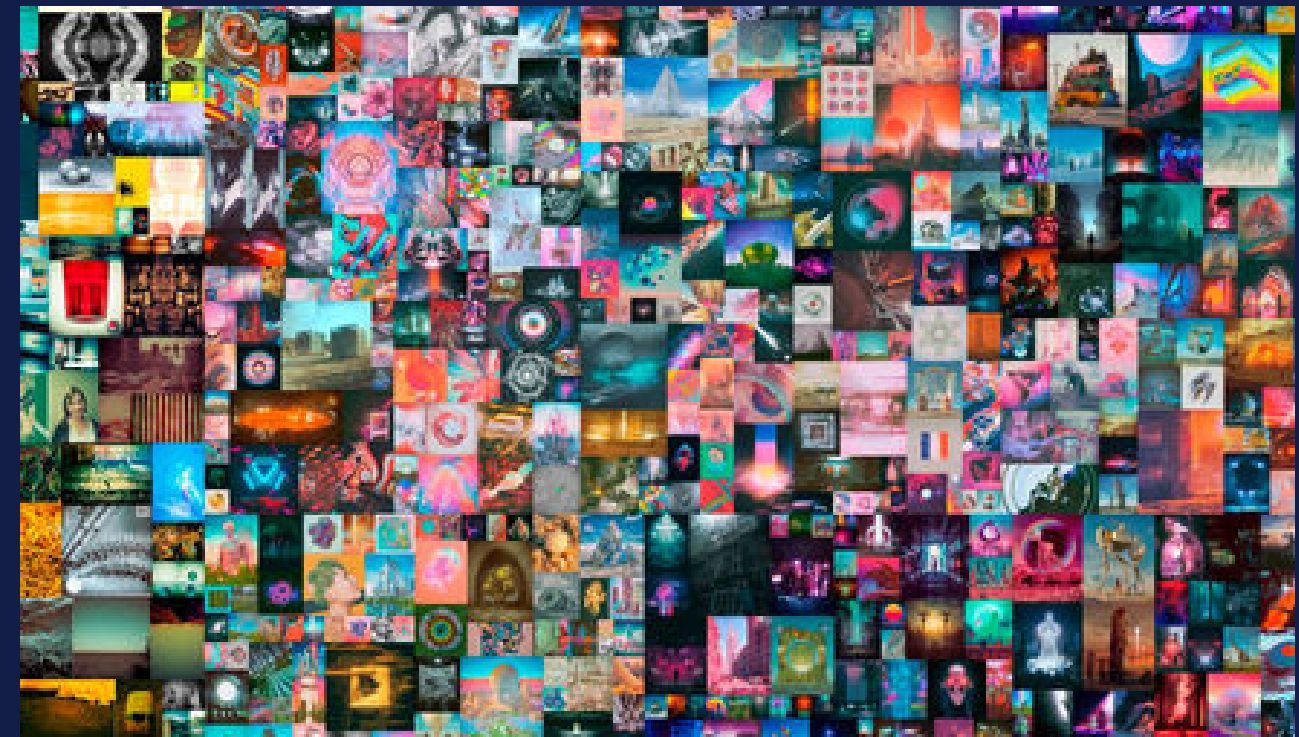


Something that is non-fungible, is something that can't be exchanged for the same end result.

This is the basic principle of NFTs. They are associated with a specific asset, making them unique and non interchangeable. NFTs can be seen as a technology which creates scarcity and uniqueness in the digital world, which was not possible prior to its existence.



NFTS ARE UNIQUE



Back to our initial question: Why the sudden hype? We've been asking ourselves that question, too, actually.

At Arianee, we know a thing or two about the recent craze...

"Arianee has developed a blockchain-based protocol that creates a digital identity for valuable goods, such as bags, sneakers and watches. The digital identity is like a passport that assures authenticity."

VOGUEBUSINESS

May 2019

"Arianee, a French software-as-a-service startup, has been working with luxury fashion houses since 2017 to provide NFT-based ownership certificates. It also works with a number of smaller brands."

• THINGTESTING

April 2021

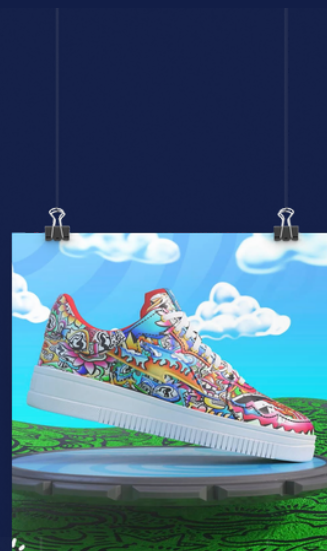


WHY THE HYPE?



Similarly, much of fashion and luxury is tied to **exclusivity, authenticity, and ownership** -- it's why we buy a particular brand over another, why we want to be sure it's the real deal, and why we place so much value on our ownership.

NFTs provide a solution that's perfectly adapted to the digitized world in which we all live, so NFTs feel like a natural progression of the fashion and luxury industries.



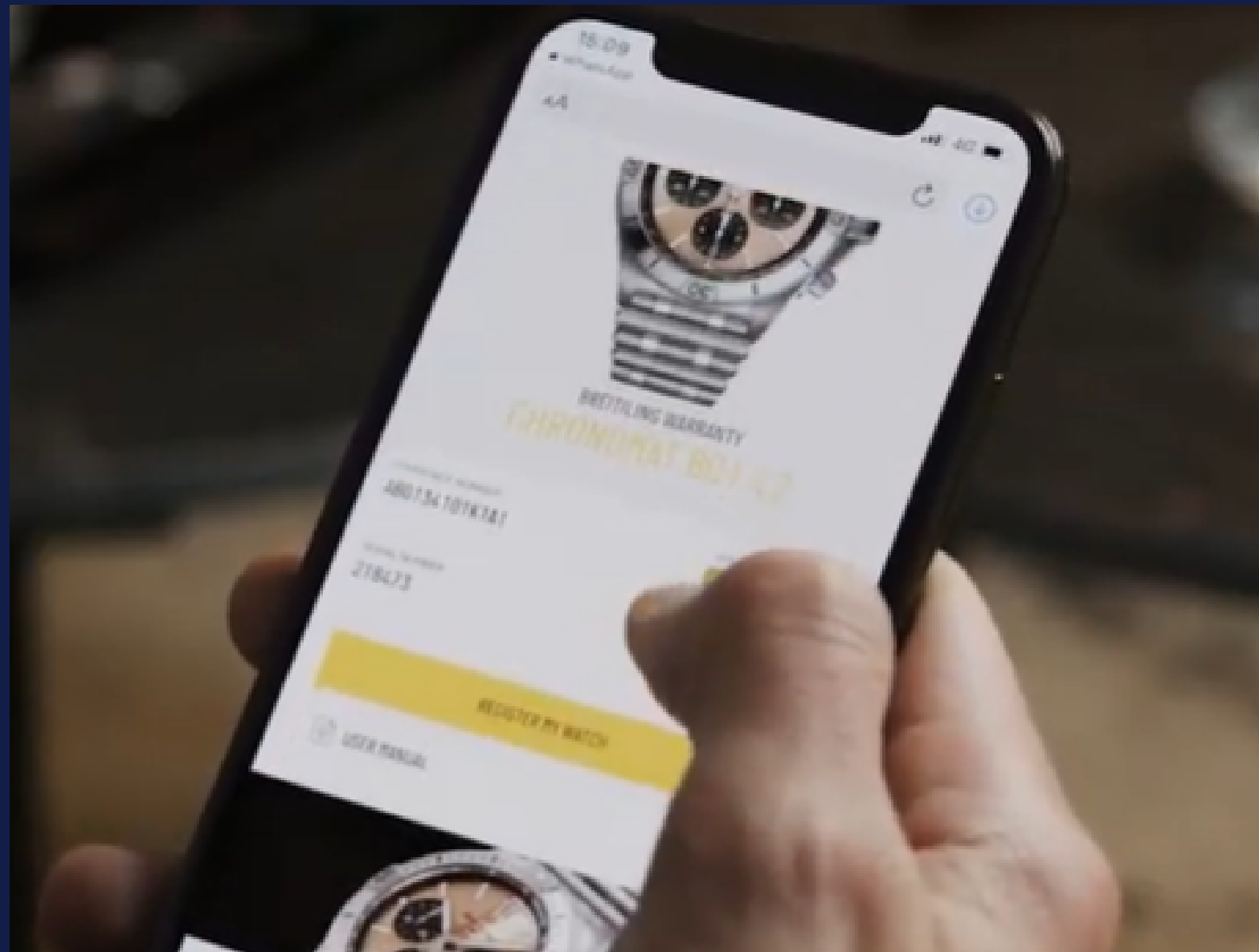
NFTs can have many applications in the fashion and luxury industries, and brands and consumers are slowly discovering the potential of this technology.

Design collective **RTFKT Studios** is one of the most talked-about examples at the moment, following its \$3.1 million sale of digital art NFT sneakers just a few weeks ago.

Gucci is selling NFT sneakers for \$12, generating excitement among the brand's most loyal customers.

“We are living connected all the time now. And the existence of real assets, when you spend most of your time in a digital environment, makes no sense anymore. What we are trying to do is to bring all **these real assets into your digital life.**”

Frédéric Montagnon, Sifted



WHAT DOES OUR NFT SOLUTION BRING?

The Arianee solution is straightforward -- it's for anyone who owns a valuable good.

We **help brands connect valuables to the network via NFTs**, which we call digital passports, serving as a digital twin for their respective object.

The digital passport is a digital representation of a physical object, creating a perpetual link between owners and brands.

Think of it like a train ticket: you have the QR code on your phone in an app, just as you can print the physical ticket.



First, product owners have access to any and all information regarding their item.

This includes its manufacturing, sourcing, lifecycle events, and more. **Everything is transparent in the blockchain.**

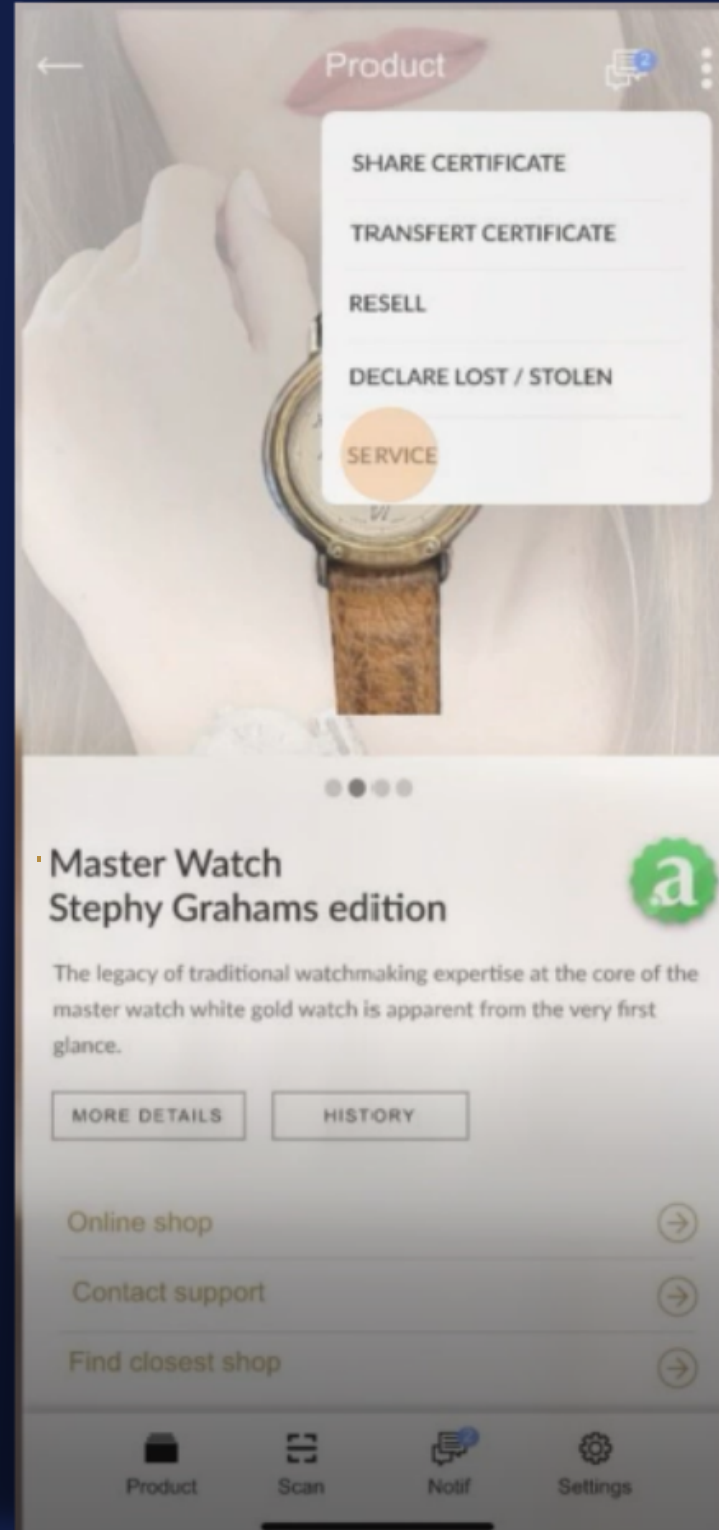
Wondering if your Breitling watch is authentic? Check the digital passport. Wondering how to prove your ownership, or even if it was owned before you? Same idea.



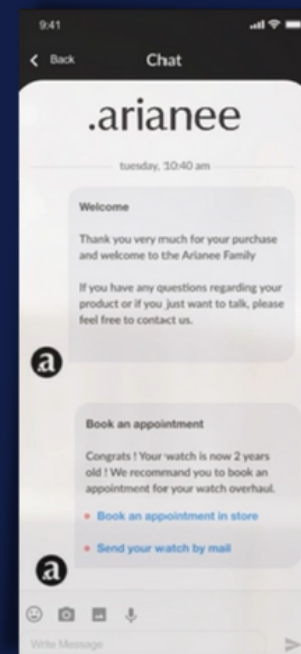
Furthermore, the digital passport is more than just its pixelated physical item: it provides a key to exclusive events, services, and drops that you wouldn't otherwise be able to access.

Chatting with specialists or scoring a piece from a limited-edition collection are accessible with the digital passport.

Brand-to-customer relationships are suddenly closer and more practical, and if the customer wishes to remain anonymous, this is an option.



Additionally, valuable goods can require upkeep, and they can even be lost or stolen. It happens. **The digital passport makes these challenges much more manageable**, because everything can be dealt with within the passport itself. Requesting a **repair** (or even checking to see if it's been repaired in the past), signing up for **insurance**, contacting the authorities -- these steps are doable within the digital passport, rather than going to a physical location for inquiries.



Perhaps most importantly, **this technology helps build a new circular economy**, in which brands and consumers are in control. Our open-source, open-access digital passport is based in the blockchain, inherently ensuring transparency and accountability. Arianee is owned by those who use it.

“With digital passports, what we are building with brands is a completely **new customer relationship** based on trust & ownership making new services like resell or specific loyalty programs possible.”

Pierre-Nicolas Hurstel, Luxury Briefing



WHAT ARE SOME EXAMPLES OF
THE ARIANEE SOLUTION?



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Arianee already works with a good number of brands in the luxury and fashion industries, and our solution is tailored to each and every one of their needs.

Swiss watch brand Breitling, for instance, now manufactures all of its watches with the Arianee passport, meaning that every new watchowner has access to everything our solution offers. This includes authentication, ownership proof, transfer capabilities, repair and maintenance access... and much more.

[Discover the video.](#)



ba&sh

An example of a fashion brand we work with is **Parisian womenswear brand ba&sh**: their clothing and accessories come with Arianee's digital passport. ba&sh customers need only scan an item's QR code to instantaneously access information concerning the item, and customers can claim ownership directly through the digital passport in their Arianee application on their smartphone. With Arianee's protocol, ba&sh makes ownership and resell simple, easy, and sustainable.

[Discover the video.](#)

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Furthermore, **high-end shoe brand Satoshi Studio** uses our digital passport for its sneakers. A customer tries on a pair of Satoshi sneakers, and if the shoe fits, all they have to do is scan the associated QR code to claim ownership. It's as straightforward as it gets. [Discover more.](#)



R S V P



Finally (we could go on for hours, but we'll stop at four examples), we work **with RSVP, a luxury leather goods brand.** The concept here is similar: a customer scans their product's QR code, and once scanned, the customer can access their digital passport to confirm their item's authenticity, take it in for repairs, return it, or resell it. These processes are typically long and tedious, but NFTs make them streamlined.

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BEYOND PHYSICAL GOODS, OWNING AN NFT CAN BE A WAY TO BE PART OF A COMMUNITY,
and access exclusive benefits, experiences and services.



Through Ariane's NFT passports, brands can **unite their community members** and build a direct, perpetual, and exclusive link with them, without intermediaries.

The possibilities are limitless: from **proof of ownership to proof of attendance** and even proof of belonging, as well as collecting digital creations, unique proofs of participation, and exclusive experiences.

All of this creates a new kind of engagement among brands and owners.



CONCLUSION

It's clear that NFTs present a number of benefits that other technologies cannot, particularly in the case of **Arianee's digital passport solution.**

They can prove an item's **authenticity** and who the true owner is. They provide a **transparent tracking** of an item's life cycle, from its activation date, to past **repairs**, to previous owners. They enhance the brand to consumer relationship by **making services, exclusive events, drops**, and more available **to product owners.**

They guarantee security and protection of personal data.

And beyond these benefits, NFTs are remodeling how we see and interact with fashion and luxury.



CONCLUSION



We should all be excited about this: **the potential of NFTs hasn't yet been fully unlocked**, but we do know that they can enrich brand-customer experiences in ways previously unimagined.

There are some that feel doubtful about the longevity of NFTs post-hype. After all, the recent hype has been centered largely around purely digital items, NFTs that exist only in cyberspace. **But NFTs linked to physical items, particularly in the luxury and fashion industries** where exclusivity and ownership are paramount, spell a bright future for the digital transformation of these industries.



THANK YOU!

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