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**AZ Factory Pays Homage to Alber Elbaz with an exclusive NFT collection,
in collaboration with Arianee**

Paris, October 6th, 2021 - AZ Factory, the fashion house founded by late designer Alber Elbaz, and Arianee, the leading NFT platform for luxury and fashion, are partnering to launch an exclusive NFT collection unveiled during AZ Factory special homage show, closing Paris Fashion Week yesterday.

Celebrating the extraordinary life and work of Alber Elbaz, AZ Factory brought together for the first time 45 fashion houses for a collaborative show named "Love Brings Love". In addition to the 45 iconic physical looks, AZ Factory studio designed 25 physical looks as well as a last look to be declined into 100 digital-only looks. Guests of the show, only, will have the chance to claim and experience that digital look, as an NFT. It will be their souvenir of this historic moment.

AZ Factory Studio and Arianee co-designed the digital looks: beautiful accessories including shoes, statement earrings, necklaces and flower brooches were styled around a deconstructed white shirt dress, in order to create exclusive and original NFTs. In total, 1,200 Non Fungible Tokens (NFT) were co-created by the AZ Factory studio and Arianee.

Some are 1/1, some 1/100, but each look is a unique tribute to Alber Elbaz, AZ Factory late founder and most beloved fashion designer, who passed away this April.

AZ Factory Exclusive NFTs series



Unique
(1 unit)



Super Rare
(3 units)



Rare
(6 units)



Exclusive
(15 units)

[Visual assets](#)

Each NFT is accessible from a simple scan displayed on the AZ Factory Collector's Book, available exclusively to the guests of the Homage Show.

The NFT collection can be discovered on Opensea, the largest marketplace for NFTs and rare digital items, under the name "AZ Factory - Alber Elbaz tribute look".

This entire operation was made possible by Arianee, the leading NFT platform for luxury & fashion industries, who is already known for its partnership with Paris Fashion Week® and the implementation of NFTs accreditation. The project was integrated by SharpEnd.

The Arianee solution uses blockchain technology to allow brands, events & creators to issue digital assets to reinvent the relationships with their communities around digital value, personalisation, experience and privacy.

Laurent Malecaze, CEO of AZ Factory declares: "Alber, which was an inspiration for all of us, has always been a forward thinker with a true passion for technology. With this exclusive NFT collection made of digital only looks, we want to honor him and offer the world a unique and memorable way to remember him. It is a great pleasure to work with Arianee, who has been pioneering in this NFT space for a while now."

Pierre-Nicolas Hurstel CEO & cofounder of Arianee adds: "We are extremely honored and proud to be part of this historic moment, which celebrates the extraordinary life and work of Alber Elbaz. Mr. Elbaz was known to always embrace what's next, which is why it genuinely feels authentic to partner with AZ Factory and combine our NFT expertise with its true love for innovation and craft the future of fashion. "

About AZ FACTORY

A joint venture startup between Alber Elbaz and Richemont, AZ Factory is smart fashion that cares. AZ Factory designs beautiful, solutions-driven fashion that works for everyone. We are built around the core ideas of love, trust, and respect. A digital luxury house based on innovation, technology, and, above all, a place to experiment and try new ideas.

PRESS CONTACTS

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About Arianee

Founded in 2018, Arianee is the leading NFT platform for luxury and fashion. Arianee combines an Association - Arianee Project - gathering major brands and tech companies around its open source protocol & a tech company - Arianee SAS - focused on developing and distributing the most advanced software as a service platform based on the Arianee open source blockchain technology. The Arianee protocol makes it possible to associate each luxury product with its own unique, unforgeable NFT (digital passport). It opens up a secure and trusted communication channel between brands and owners. On March 11th, 2021, Arianee announced funding of €8 million to further develop our technology and meet the growing demand from fashion & luxury brands. <https://www.arianee.org>

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