

Bernard Peillon, former President of Hennessy (LVMH Group) joins Arianee's Board of Directors as Independent Board Member

Paris, September 2nd, 2021 - Arianee, the leading NFT platform for the luxury and fashion industries, announced today that veteran luxury leader, Bernard Peillon, has joined the Board of Directors of Arianee SAS, as an independent board member.

M. Peillon, who has over 30 years of experience in the luxury industry, served as Chairman & CEO of Hennessy until 2020. In thirteen years, he managed to turn Hennessy into the most valuable international premium spirits brand as well as among the top 100 Brands in the world. Before joining Hennessy, M. Peillon held several leadership roles at major international groups including LVMH and Danone, notably as CEO of Ruinart - most roles global and across strategic markets, in Europe, Asia and the US.

In his role as Arianee SAS' independent board member, M.Peillon will bring in his exceptional industry knowledge, experience and reputation to help the tech company understand the challenges and culture of leading luxury groups and Maisons. His sharp expertise in the challenges of global distribution, consumer empowerment and engagement and authenticity, as well as his background in the implementation of large scale tech driven initiatives on luxury products will bring a unique outlook to the Arianee team.

Bernard Peillon declares: "I believe innovation is key to make brands successful. What Arianee is creating today is exactly what brand innovation in luxury & fashion should be: transforming the relationship with customers in a more transparent, secure and exciting way. I am thrilled to be joining Arianee SAS' board of directors and supporting their mission to build the future of luxury"



Pierre Nicolas Hurstel, CEO & co-founder of Arianee declares: "We are delighted to welcome Bernard Peillon, as Arianee SAS' independent board member. His impressive and inspiring background in the luxury industry brings a unique and scarce perspective to our board of directors. His appointment is a fantastic opportunity for Arianee that will help us define the best approach to develop and propose the most innovative and relevant solutions to support the transformation of the luxury industry."

This appointment comes at a time of important growth for Ariane. Back in March 2021, the early pioneer of NFTs for luxury & fashion announced the closing of a €8 million seed funding round in Ariane SAS with lead investors in the tech and blockchain industries including ISAI, Bpifrance, Cygni Labs and Noia Capital. Following the seed round, a new board of directors has been set up including co-founders Frederic Montagnon, Pierre-Nicolas Hurstel and Julien Romanetto, as well as Thierry Vandewalle and Guillaume Simonaire respectively representatives of ISAI and BPI. M. Peillon will join this new board as an independent board member. As the company matures, the role of the board will be to offer the best support for its growth.

About Ariane

Founded in 2018, Ariane is the leading NFT platform for the luxury and fashion industries. Ariane combines an Association - Ariane Project - gathering major brands and tech companies around its open source protocol & a tech company - Ariane SAS - focused on developing and distributing the most advanced software as a service platform based on the Ariane open source blockchain technology. The Ariane 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, Ariane announced funding of €8 million to further develop our technology and meet the growing demand from fashion & luxury brands.

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