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## Paris Fashion Week® becomes the first fashion week in the world to implement NFTs

- Paris Fashion Week® Menswear Spring-Summer 2022 and Haute Couture Week, respectively happening in Paris from June 22nd to June 27th and from July 4th to July 8th will be the first fashion weeks to implement NFTs.
- Accredited journalists, influencers and buyers will receive a unique digital artwork, packed with social and AR features.
- Arianee and the Fédération de la Haute Couture et de la Mode are partnering on this pilot which could lead to a broader, unique and truly omnichannel NFT experience.

Paris, June 22nd, 2021 - Arianee, the leading NFT platform for the luxury and fashion industries and the Fédération de la Haute Couture et de la Mode, which operates Paris Fashion Week® and Haute Couture Week are partnering to deliver a one-of-kind NFT experience to all accredited journalists, influencers and buyers participating in these upcoming events. 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.



During this pilot project held in June and July, a restricted public mainly composed of early adopters, journalists, photographers, influencers and buyers will be educated about the use of NFTs and digital wallets.

Through these NFTs, all accredited members will access exclusive content and AR experiences including a digital artwork by iconic fashion illustrator Richard Haines as well as a press accreditation.

The Arianee solution offers an NFT experience in a safe and user-friendly environment.

*Pierre Nicolas Hurstel, CEO & co-founder of Arianee declares: "We are delighted to enable Fédération de la Haute Couture et de la Mode to pioneer within the NFT space. This partnership is an opportunity to open Arianee to new horizons by creating a use case for one of the leading global fashion events. As a French tech company and open source consortium, we hope to contribute to reinforce the position of Paris not only as the capital of fashion but also as the capital of NFTs for exclusive ownership experiences."*

## **ABOUT ARIANEE**

Founded in 2018, Arianee is the leading NFT platform for the luxury and fashion industries. The Arianee protocol makes it possible to associate each luxury product with its own unique, unforgeable digital passport. This digital NFT passport 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. On March 11th, 2021, Arianee announced funding of €8 million to further develop our technology and meet the growing demand from fashion & luxury brands.

### **Press contacts**

#### **ARIANEE: Image 7**

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