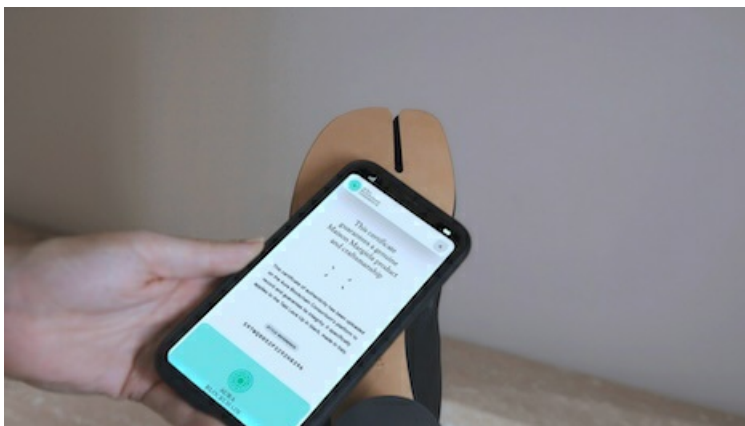


APPAREL AND ACCESSORIES

# OTB Group expands use of blockchain technology

June 6, 2024



Digital certificates and NFC chips will be paired with all Jil Sander, Maison Margiela and Marni products moving forward. Image credit: OTB Group

By LUXURY DAILY NEWS SERVICE

Italian luxury conglomerate **OTB Group** is preparing for the future.

Beginning with the maison's respective fall/winter 2025 collections, digital authenticity certificates backed by blockchain technology will be included with all pieces purchased from Jil Sander, Maison Margiela and Marni moving forward. Garments and accessories produced by these brands will have an NFC chip inserted within and will be registered on the Aura Blockchain platform, which currently verifies the provenance of more than 40 million luxury goods.

## Technological integration

Established in 2021, Dior, Bulgari, Louis Vuitton, Mercedes-Benz, Hennessy and Hublot are just a few members of the Aura Blockchain Consortium, a nonprofit offering solutions exclusively to luxury brands.

OTB Group says it is the first of the group to provide certification and NFC chips across all of its luxury brands' products via the full integration of blockchain registration across its production processes.

The new tech will reach more than 1.5 million Jil Sander, Maison Margiela and Marni products a year. Approximately 1.2 million pieces have already been enrolled during a pilot phase that began in 2022.

News for **#MetaTABI** Collection Holders

From June 10th to July 10th, you'll have the opportunity to claim your exclusive physical product.

To ensure a seamless experience, transfers on the secondary market will be temporarily paused during this period.

Join our Discord for updates [pic.twitter.com/rRKDCsNGNr](https://pic.twitter.com/rRKDCsNGNr)

Maison Margiela (@Margiela) **June 4, 2024**

Before announcing this expansion, OTB Group started testing NFC chips and certificates on a smaller scale two years ago. Pairing the digital passports with releases such as handbags and footwear, the group appears ready to roll the verification software out across its three luxury brands in a more comprehensive manner.

"This is an important advance in the OTB innovation process, because it enables us to guarantee greater transparency, new ways of interaction and an increasingly high-profile experience for our luxury brands' clients," said Stefano Rosso, a member of the Aura Blockchain Consortium board and CEO of Marni, in a statement.

"Full-scale adoption of blockchain technology and its integration with our production processes means we shall be able to respond promptly to all the challenges and opportunities presented by future legislation."

Compared to Web3 and NFT crazes of years past, artificial intelligence is demanding high levels of mass attention at the moment, proving to be a viable creative ([see story](#)) and commercial tool on a case-by-case basis ([see story](#)).

Despite this, counterfeit luxury goods have become a more prevalent issue in recent years. Traceability could serve as a key resource in fighting this growing problem ([see story](#)).

---

© 2024 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.