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## Press release

### **TRANSPARENCY AND TRACEABILITY IN THE LUXURY MARKET**

*Aura Blockchain Consortium and Temera announce strategic collaboration*

**Geneva, Switzerland / Florence, Italy, July 21st, 2022** - Aura Blockchain Consortium and Temera are once again at the forefront of tech solution development for the luxury market, to support greater transparency and traceability for customers.

Temera brings its solid expertise in product traceability and acts as business integrator and solution provider – by using its proprietary platform Stylewhere and the RFID and NFC technology - in the development of innovative projects to drive change in the industry.

Aura Blockchain Consortium enables and supports participating members to tag their products with secure, unique blockchain-based identities that can track a product's manufacture and supply from raw materials through to end consumers. With their Aura SaaS offering, member brands can quickly and easily onboard, maximizing value, focusing on the customer journey and digital innovation. This allows for both upstream and downstream traceability in the supply chain for consumers – making it one of the best direct-to-consumer offerings in the market and giving full transparency to the customers.

An ambitious objective that best exemplifies the potential of the collaboration between Aura Blockchain Consortium and Temera in contributing to raising the standards in the luxury industry. Once again, an innovative process puts the customer at the center and aims to increase trust between consumer and brand.

"As Temera's Chief Marketing Officer, I am really pleased to be working with Aura Blockchain Consortium to offer brands a first-rate traceability and certification solution, orchestrated by two key companies for the Fashion Luxury sector. The expertise and professionalism of Aura Blockchain Consortium Founding Members, some of whom we have been collaborating for years, combined with our desire to increasingly innovate and enrich all stages of traceability along the supply chain, finds in this partnership a service that will become fundamental for consumers and therefore for brands in the coming years: full transparency of the product life cycle. Let's rock together!" Guido Mengoni, CMO Temera.

"We are thrilled to be working with Temera to make a vital contribution to raising the standards in the luxury industry. Our respective solutions such as Aura SaaS and Temera's NFC and RFID solutions tackle the important issues such as product traceability, authentication and providing full transparency throughout the entire supply chain. We are enthusiastic about this collaboration as our customers will benefit from it through an enhanced customer journey." says Daniela Ott, General Secretary of Aura Blockchain Consortium.



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### About Aura Blockchain Consortium

Aura Blockchain Consortium was established in 2021. The founding members of Aura Blockchain Consortium are LVMH, Mercedes-Benz, OTB Group, Prada Group, and Cartier, part of Richemont. The luxury groups have joined forces to address the shared challenges of communicating authenticity, responsible sourcing and sustainability in a secure digital format. Aura Blockchain Consortium is a non-profit association based in Switzerland with the purpose to promote socially responsible, sustainable, and customer-centric business practices throughout the lifecycle of luxury products by leveraging blockchain and other technologies. By promoting the use of a single global blockchain solution open to luxury brands of all sectors worldwide, the platform provides consumers with additional information, services, transparency and raises the customer experience to a new level.

For more information please visit [www.auraluxuryblockchain.com](http://www.auraluxuryblockchain.com)

### About Temera

Founded in 2009 and in just over 10 years of activity, Temera has become a leading company for IoT solutions and the digitization of processes in the fashion and luxury industry. The company operates in more than 100 countries worldwide, with more than 60 brands among its clients, acquired through innovative projects always tailored to each target sector.

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