AURA CONSORTIUM

PRESS RELEASE

Aura Blockchain Consortium Appoints Marcel Härtlein as CEO to Lead Next Era of Global Growth, Adoption and Enhanced Services

Geneva, 8th January, 2026 - Aura Blockchain Consortium, established in 2021 by LVMH, OTB Group, Prada Group and Cartier, part of Richemont, along with its member brands, are proud to announce the appointment of Marcel Härtlein as its CEO and General Secretary.

Marcel Härtlein joins Aura from an established career within the luxury sector, most recently serving as Group Head of Digital and IT at Lalique, the luxury crystal maker and an Aura member, where he was also a member of the Executive Board. During his tenure, he drove digital transformation and customer-centric innovation across the brand's global operations. Marcel Härtlein holds degrees from IMD and Harvard Business School in driving Digital Strategy and Digital Excellence.

The Aura Blockchain Consortium is a non-profit organisation transcending traditional frontiers with a mission to establish the standard for brands and their digital transformation. Since its inception, the Consortium has grown to include over 50 luxury member brands and has registered over 80 million luxury products on its blockchain, representing collaborative effort to enhance innovation, consumer confidence and sustainable practices within the luxury sector. Through their award-winning solutions such as Blockchain and the Digital Product Passport, luxury brands can elevate and enrich the customer experience like never before.

Having come from a member brand within Aura's ecosystem, Marcel brings a uniquely valuable perspective as he has witnessed firsthand the Consortium's commitment to transparency, collaboration, and innovation in luxury. Inspired by the shared vision of Aura's members, he now steps into the role with a deep understanding of both brand expectations and the Consortium's mission.

In his new role, Marcel Härtlein will guide Aura into its next phase of growth, building on its pioneering blockchain foundation to deepen connection at every element of the luxury ecosystem. His focus will be on expanding Aura's global membership, advancing adoption of the blockchain by brands and introducing new services that deliver added value for luxury customers. Under his leadership, Aura will continue to expand its offering, protect the integrity of brands, enhance transparency across value chains, and strengthen the connection between brands, partners and customers. With this vision, Aura reinforces its mission to ensure that authenticity, trust and customer experience remain at the heart of luxury in the digital era.

"I am honoured to join Aura at such a pivotal moment," said Marcel Härtlein. "Having experienced Aura's work from within a member brand, I've seen its impact on redefining trust and craftsmanship in the digital age. I look forward to building on that legacy, driving the Consortium's expansion and deepening its role as the collaborative standard of excellence for the world's leading luxury brands."

Steering Members, LVMH, OTB Group, Prada Group and Cartier, part of Richemont, are delighted to welcome Marcel to Aura. Lorenzo Bertelli, Chief Marketing Officer and Head of Corporate Social Responsibility at Prada Group and Chairman of Aura commented: “Marcel’s leadership experience within the luxury industry and his understanding of Aura’s ecosystem make him uniquely positioned to guide this next phase of growth and collaboration. Marcel embodies the values at the heart of Aura, innovation, integrity, and the pursuit of excellence.”

About Aura Blockchain Consortium

Aura Blockchain Consortium was established in 2021 by LVMH, OTB, 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 global blockchain solutions 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.auraconsortium.com