AURA CONSORTIUM

FAIRLY MADE

PRESS RELEASE

Aura Consortium and Fairly Made announce a strategic partnership to enhance Digital Product Passports with environmental impact data

Through this strategic partnership, brands can connect Fairly Made's traceability and environmental impact data to Aura's Digital Product Passport (DPP) solution, giving customers a single point of access to key product information while helping brands prepare for upcoming European regulatory requirements. The combined solution also streamlines compliance workflows and simplifies the flow of product and impact data across brand systems.

An ecosystem partnership connecting traceability, impact and customer experience

Geneva, November 17th, 2026 – Aura Consortium today announces a partnership with Fairly Made, a French B2B SaaS platform for the fashion industry, covering supply chain traceability, environmental and social impact measurement (LCA), ecodesign. The partnership enables brands to connect data collected and calculated by Fairly Made to Aura's Digital Product Passport solution. By bringing the two platforms together, the partnership gives brands a more connected data layer for DPPs, reducing operational complexity and supporting compliance at scale.

Accessible via smartphone by scanning an NFC chip or QR code uniquely linked to each product, the DPP brings together information on product composition, materials, the origin of raw materials and manufacturing processes and more in a single interface. It can also provide editorial content and product-related services. The integration with Fairly Made enhances this experience by adding traceability information and environmental impact data such as the French Environmental Cost score and the PEF Single Score directly to the product's identity. For brands, this integration creates a more efficient route from supply-chain data collection to compliant product-level disclosure, without having to manage disconnected data flows.

"Traceability is the foundation for a more transparent and accountable future for luxury. By connecting a product's origins, journey and environmental impact, we can help brands turn information into lasting trust. Our partnership with Fairly Made demonstrates how this traceability can enrich the customer experience by making information clear and accessible for consumers, while providing brands with a solution that is simple to integrate." said Marcel Härtlein, Secretary General of Aura Consortium.

Fairly Made data integrated directly into Aura's DPP solution

Under the partnership, Fairly Made's supply chain mapping and environmental impact data are retrieved, matched to the relevant products and displayed directly in their DPPs. This integration eliminates the need for manual data re-entry and reduces duplication across systems, making digital passports easier to create and manage. By creating a continuous data flow between the two solutions, brands can more easily maintain consistent product information, support regulatory reporting and update DPP content as requirements evolve.

"By connecting Fairly Made to Aura, brands streamline their compliance work and create a seamless flow of environmental data from their supply chain to each product. This makes impact data accessible, easy to understand, and directly linked to every item, empowering consumers to better understand the impact of their purchases and make more informed decisions." said Laure Betsch, co-CEO, Fairly Made.

Another Tomorrow: the first real-world use case

Sustainable luxury fashion brand Another Tomorrow officially joined Aura Consortium in January 2026. Beginning in Q4 2026, Another Tomorrow will roll out a new generation of DPPs incorporating Fairly Made's environmental impact data.

By scanning the product label, customers will access a single experience combining environmental information with additional content and services, such as a certificate of ownership and the product's story.

"At Another Tomorrow, transparency is at the heart of everything we do. Thanks to Aura and Fairly Made, we are able to take this a step further, connecting our impact data to our Digital Product Passports more easily and efficiently, supporting our customers in making informed choices. This technology provides them access to reliable product information and high-quality after-sales services, such as our Authenticated Resale program, through a single, authenticated experience," said Vanessa Barboni Hallik, Founder & Co-CEO of Another Tomorrow.

Preparing for European regulatory requirements

Demand for environmental information about products is growing across Europe. At EU level, the Ecodesign for Sustainable Products Regulation (ESPR), in force since 2024, provides for the introduction of digital product passports, with textiles expected to be among the product categories covered.

In France, the regulated environmental-cost display for clothing – often referred to as the French textile Eco-score – has applied since October 2026. Brands may voluntarily calculate and display a product's environmental cost in impact points. When they do, the calculation, declaration and presentation must follow the methodology established by the French regulatory framework.

By connecting Fairly Made's data to Aura's DPPs, brands can build on their existing systems, reduce manual data transfers and duplicate data collection, accelerate passport creation and better prepare for evolving regulatory requirements.

Tangible benefits for brands and consumers

• Direct access to traceability and environmental impact data through the DPP;
• Better preparation for the ESPR and France's textile environmental-cost framework;
• A clearer connection between the supply chain and the information provided to consumers;
• Fewer manual data transfers and less duplication across systems;
• Simpler, faster and more efficient DPP creation and management
• Greater transparency, with data linked to each product's digital identity.

About Aura Consortium

Aura Consortium was founded in 2021 by LVMH, OTB, Prada Group and Richemont. These luxury groups joined forces to address shared challenges around guaranteeing authenticity, responsible sourcing and sustainability in a secure digital format. Aura Consortium is a non-profit association based in Switzerland, whose mission is to promote socially responsible, sustainable and customer-centric business practices throughout the life cycle of luxury products, drawing on blockchain and other technologies. By encouraging the use of global, open blockchain solutions available to luxury brands of all sectors worldwide, the platform provides consumers with enriched information, value-added services and greater transparency, delivering an unprecedented customer experience. For more information, please visit www.auraconsortium.com

About Fairly Made

Fairly Made is a French mission driven scale up committed to improving the environmental and social impact of the textile and leather industries. Its SaaS platform centralizes supply chain data to enable brands to trace their products, calculate impact through multi criteria LCAs and integrate ecodesign into their decisions. This data is then shared with consumers and partners through Digital Product Passports. In 2026, Fairly Made works with 130 brands and has onboarded over 35,000 suppliers. For more information: visit