



ORIGINALLUXURY

**Announces The Publication Of Its  
2nd Technology For Transparency Report  
Pioneering Transparency Through  
Technology In The Luxury Sector**

March 2024

## **ORIGINALLUXURY Announces the Publication of its 2nd Technology for Transparency Report, Pioneering Transparency Through Technology in the Luxury Sector**

Lausanne, Switzerland, 05 March 2024– ORIGINALLUXURY, a initiative co-led by three prestigious academic institutions – E4S, UNIL-HEC, IMD in partnership with the Swiss Center for Luxury Research and OriginAll SA – proudly announces the release of its 2nd Technology for Transparency Report. Committed to advancing transparency, innovation, and responsible practices in the luxury sector through technology, ORIGINALLUXURY is becoming a valuable networking, learning and research platform fostering industry collaborations and hosting impactful events. With now over 50 luxury brands and 16 technology providers actively participating, ORIGINALLUXURY continues to strengthen its commitment to pioneering transparency through technology in the luxury sector

The report will be made available for download at [www.originalluxury.org](http://www.originalluxury.org) as of the 5<sup>th</sup> of March 2024, following ORIGINALLUXURY's upcoming exclusive Luxury Roundtable hosted at IMD in Lausanne, Switzerland.

Building on the success of the inaugural report in May 2023, which highlighted the contributions of 12 technology partners, this second edition unveils the collective efforts of 14 tech partners, including, among others iTraceiT, Digital Partners, ZATAP and Authentic Vision and 14 luxury brands, suppliers and contributors such as BALLY, EL-RAN, Smart Diamonds, MOVO Partners, CZI The Art of Skin, Camille Louise Jewellery and Ellyha It showcases the collaborative spirit between ORIGINALLUXURY, leading luxury brands, technology providers and suppliers that have willingly shared their insights on transparency and traceability.

Key Highlights of the 2<sup>nd</sup> Technology for Transparency Report include:

- 1. Tech Partner Expansion:** Featuring insights from 14 tech partners, the report demonstrates the initiative's commitment to fostering technological advancements in transparency within the luxury sector.
- 2. Industry Collaboration:** ORIGINALLUXURY continues to strengthen its ties with luxury brands and suppliers, showcasing a shared dedication to responsible practices and innovative solutions.
- 3. Research and Innovation:** The report offers valuable perspectives on the challenges faced and successes achieved in adopting technology for transparency.



**Professor Felicitas Morhart, Co-leader of ORIGINALLUXURY and Professor of Marketing at UNIL-HEC** as well as Founder of the SCLR, expressed their enthusiasm, stating, *“The 2<sup>nd</sup> Technology for Transparency Report is a testament to the collaborative efforts of our members, partners, and the luxury industry as a whole. By sharing insights and best practices, we aim to inspire positive change and drive the adoption of responsible and transparent technologies.”*



**Margot Stuart, COO and Co-founder of OriginAll** adds on: *“Data is the currency of transparency, and ORIGINALLUXURY is at the forefront of unlocking its immense power. By harnessing data-driven insights, we empower luxury brands to weave a narrative of accountability, integrity, and authenticity throughout their supply chains and overall practices.”*



**Professor Stéphane JG Girod, Professor of Strategy and Leader of the Luxury 2050 Initiative at IMD** emphasized: *“Brands have started to realize that the digital revolution, issues with product authenticity and new expectations about sustainability make transparency critical for luxury brands to build trust, stay legitimate and create value. Evolving from a culture of mystique towards more transparency is not easy. In this research we begin casting light on the types of transparency that help luxury brands create customer value».*



**Jean-Philippe Bonardi, Professor of Strategy at HEC/UNIL and Co-Managing Director of E4S** adds *“Circularity is not just a trend; it’s a commitment to sustainability. ORIGINALLUXURY champions circular practices, promoting the intertwining of transparency with the circular economy to create a harmonious ecosystem where luxury and responsibility coexist, ensuring a lasting legacy for future generations.”*







*"We are excited to partner with ORIGINALLUXURY to bring Anti-Counterfeiting and Product Digitalization to luxury products. As digital technology rapidly expands, consumers increasingly seek immersive experiences that blur the boundaries between the digital and real worlds. We believe in shielding customers from counterfeiting while unleashing the digital potential of physical products to enable incredible experiences of tomorrow."*

**- Dr. Thomas Weiss, Founder & CEO of Authentic Vision**



*"Bally is proud to advance the dialogue on sustainability and transparency in the luxury sector, demonstrating our commitment to responsible practices and the digital transformation of our heritage for future generations."*

**- Lorenzo Centi, Director of Strategic Projects, Indirect Procurement & ESG**

**BALLY**



*"At Breitling, we believe transparency is the cornerstone of trust in the luxury sector."*

**- Aurelia Figueroa, Global Director of Sustainability**



*"As proud members and contributors to Originalluxury, we showcase our phygital jewellery and technology integration, serving as a crucial lever for circularity, ownership, and narrative. Our commitment to value creation spans the entire jewellery chain, incorporating an omni-channel business-to-experience model for sustainable growth. This dedication reflects our collective pursuit of industry advancement through innovation, positive impact, and purpose."*

**- Aline d'Ambricourt & Camille Merré, Co-Founders Camille Louise Jewellery**



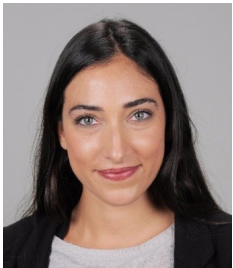


*"We are very honoured to be part of ORIGINALL pioneer ecosystem, fostering transparency and authenticity as cardinal values of the luxury sector to create sustainable wealth for the next generations".*

**- Sandra Czich, Founder & Creative Director at CZI, the Art of Skin**



**Mr. Anys Boukli, Founder and CEO Digital Partners** commented *"Economies and societies around the world face two emerging trends: the green and digital "twin transitions". ORIGINALLUXURY is considering these transitions together to offer societies an opportunity to leverage digital transformation for a green, transparent and help to achieve global sustainability targets".*



*"Together, Ellyha, ORIGINALLUXURY and its members are poised to transform the luxury landscape. As a brand, we recognize the challenges of transparency in the luxury industry, and alongside tech partners, we synergize efforts to innovate solutions. By integrating our industry insight with the technological expertise of our partners, we forge a path towards a shared vision. Collaborative efforts will not only unravel solutions but also set a precedent for the industry—proof that a transparent, sustainable future is within our collective grasp."*

**- Elissa Lefoll, Founder of ELLYHA**



*"The luxury and particularly the diamond industry is changing forever. It's the beginning of a new type of industry with more compliance, transparency, Traceability, origin, and ethics. Let's embrace the change share, and collaborate, creating a better industry for generations to come."*

**- Eyal Atzmon founder and CEO, EL-RAN, Belgium**





*“ORIGINALLUXURY’s ‘Technology for Transparency’ report marks a pivotal moment in the luxury industry’s journey towards greater accountability and consumer trust. We extend our heartfelt congratulations to the initiative for its dedication to transparency, a value that aligns seamlessly with iTraceiT’s mission. I am proud to affirm our commitment to support and contribute to ORIGINALLUXURY’s research initiative. Together, we clear the path forward, empowering luxury brands to meet the evolving demands of today’s conscientious consumers.”*

**- Frederik Degryse, CEO of iTraceiT**



**Sebastien Cretegy, CEO at Movo Partners** *“We believe that transparency fosters authenticity and accountability. As such, technological advancements represent a great opportunity for the luxury industry to gain better awareness of impacts and assist in standardized disclosures.*



*“We are honored to be a tech partner of ORIGINALLUXURY and contribute to important conversations around transparency and traceability in the luxury sector. ZATAP’s Digital Product Passport enables brands to engage with consumers securely and responsibly by connecting their physical product to the digital realm, setting new standards for authenticity and transparency in the luxury industry.”*

**- David Geisser, Co-Founder & CEO, ZATAP**



**ORIGINALLUXURY** invites stakeholders, industry professionals, and the general public to explore the report, download it from [www.originalluxury.org](http://www.originalluxury.org).

For media inquiries, please contact:

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### ***About ORIGINALLUXURY:***

ORIGINALLUXURY, initially known as THE INDEX, was established as a collaborative venture between E4S<sup>1</sup>, UNIL-HEC, IMD, The Swiss Center for Luxury Research and OriginAll, with the primary objective of assessing transparency and traceability initiatives within the luxury sectors. A year in, a particular focus on technology's role in amplifying transparency, traceability, product security and data integrity was made. Hosted by the Swiss Center for Luxury Research, our consortium of over 50 luxury brands and 16 technology partners<sup>1</sup> serves as a hub for academic research and insights and is dedicated to **analyzing, assessing and displaying the newest digital innovations that can empower brands and customers with relevant and intuitive information, fostering responsible decision-making**. More than just a resource and research center, being it through our events, workshops, online platforms or the ORIGINALLUXURY LAB, our goal is to facilitate collaboration, encourage knowledge exchange and best practices, as well as provide networking opportunities for industry professionals, technology experts, and global specialists in the luxury industry.

### ***About E4S:***

E4S is a research and action center created by three institutions of academic excellence: the University of Lausanne through its Faculty of Business and Economics (UNIL-HEC), the Institute for Management Development (IMD) and the Ecole Polytechnique Fédérale de Lausanne (EPFL), under the stewardship of its College of Management of Technology.

[www.e4s.center](http://www.e4s.center)

### ***About the Swiss Center for Luxury Research:***

Based in Switzerland at University of Lausanne (HEC). The Swiss Center for Luxury Research brings together experts from esteemed [academic institutions](#) to establish a hub for future leaders of luxury management. Switzerland has a long history as a home to global wealth and assets and a leader in the opulent watchmaking and hospitality industries. Our center's proximity to Europe's key luxury good powerhouses in France, Italy, and Germany ensures the perfect location for public-private academic collaboration around luxury research.

[www.swisscenterforluxuryresearch.com](http://www.swisscenterforluxuryresearch.com)

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1 As of January 2024.