

SOFTWARE AND TECHNOLOGY

## Lancel embeds NFC chips to look after luggage, put consumers at ease

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*Lancel Explorer collection with RFID technology*

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By STAFF REPORTS

Richemont-owned French leather goods maker Lancel is safeguarding consumers' belongings through RFID technology included in its Explorer luggage collection.

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Lancel's Explorer collection features 30 lightweight pieces such as four-wheel rolling suitcases to weekenders and garment cases, all of which are fit with a geolocation device to keep track of a bag's location. Lost luggage complicates travel and can be frustrating for consumers who must trust hotel or airport baggage handlers without much control over the situation.

### Travel trackers

The Explorer collection is made of ballistic-grade nylon, making the luggage durable, lightweight and easy to handle.

Lancel has also outfitted its luggage line with the E-LostBag Service. Within each bag type, there is an RFID sensor that can be synced to its owner's mobile device.



### *Lancel's Explorer luggage collection*

When a Explorer suitcase is purchased, the owner can register her baggage on [e-lostbag.lancel.com](http://e-lostbag.lancel.com) and it will then be added to an international lost and found database. Explorer collection pieces are also assigned a unique e-lostbag number, tucked inside the luggage, used to help owner's identify their belongings if lost.

An outside label alerts baggage handlers that the suitcase is trackable via an NFC chip.

Before a flight, Explorer owners are encouraged to register their travel itinerary to monitor the suitcase's route. Owners will be kept up-to-date regarding their baggage's location by email or text messaging, and will be alerted to any rerouting.

Similar technology has been used by luxury brands in the fight against counterfeiting.

Italy's Salvatore Ferragamo has begun embedding microchips into its shoes and leather goods to ensure the authenticity and origin of all its products.

The microchip was first used for the pre-fall 2014 collection, where the RFID microchip tags were inserted into the left sole of nearly all Ferragamo women's shoes, thus making the shoe trackable. The NFC Tag cannot be detected within the sole and cannot be reproduced.

Ferragamo extended the project to its men's shoes for the pre-summer 2015 collection as well as small leather goods, luggage and women's handbags as of autumn/winter 2015 ([see story](#)).