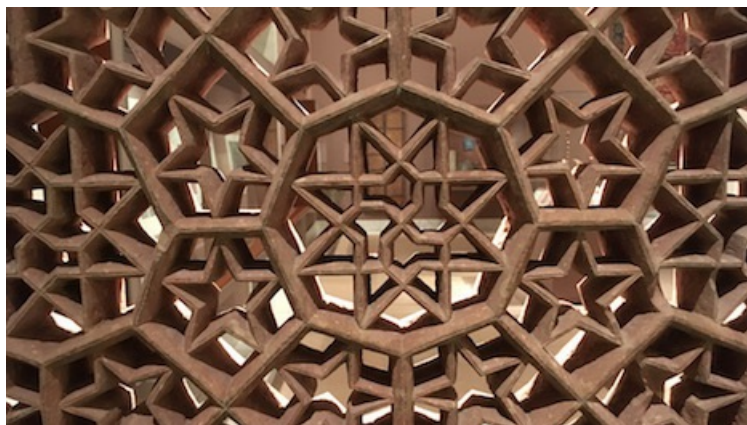


WEBINARS

## Webinar: Why luxury needs blockchain

June 5, 2018



*Eye on transparency*

By STAFF REPORTS

Please [click here](#) to register for the free webinar at 2 p.m. to 3 p.m. on Thursday, June 7, “Why luxury needs blockchain”

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With luxury’s democratization in key markets, especially Asia, the business will need improved tracking to limit counterfeiting, grey-market growth and Chinese personal shoppers. In addition to helping with those issues, blockchain technology will also improve tracking of luxury goods’ authenticity.

In this free hour-long webinar on Thursday, June 7 at 2 p.m. ET, a former senior executive from Tiffany & Co., along with the founders of blockchain platform Arianee, will walk attendees through the process of implementing blockchain within luxury, including:

- How blockchain technology is a platform for improved tracking of luxury goods’ authenticity
- How to reconnect with true owners for servicing, relationship management and loyalty, with gifting being important and the second-hand market growing rapidly, thus making luxury brands and goods owners less connected
- How to support open protocol that can be shared across luxury brands and groups
- How to get closer to millennials as blockchain is particularly attractive to younger consumers

Speakers:

Jean-Marc Bellaiche, former senior vice president of strategy and business development, Tiffany & Co., and board member/advisor, [Arianee](#)

Frédéric Montagnon, startup investor and founder, Arianee

Luc Jodet, cofounder, Arianee

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