

## Blockchain technology allows luxury brands to be more transparent: Ethereum

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*Bitcoin is a form of blockchain technology. Image credit: RYB*

By STAFF REPORTS

HONG KONG As blockchain technology becomes more sophisticated, its place in luxury will likely be more important beyond just protecting financial information.

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Cofounder of Ethereum, a blockchain distribution platform, Joseph Lubin, explained that luxury brands could use this technology to be more transparent to consumers. Customers could potentially leverage blockchain to track where its products were source from and to better combat counterfeiting, he said at the *New York Times* International Luxury Conference on Nov. 12.

### Blockchain's importance

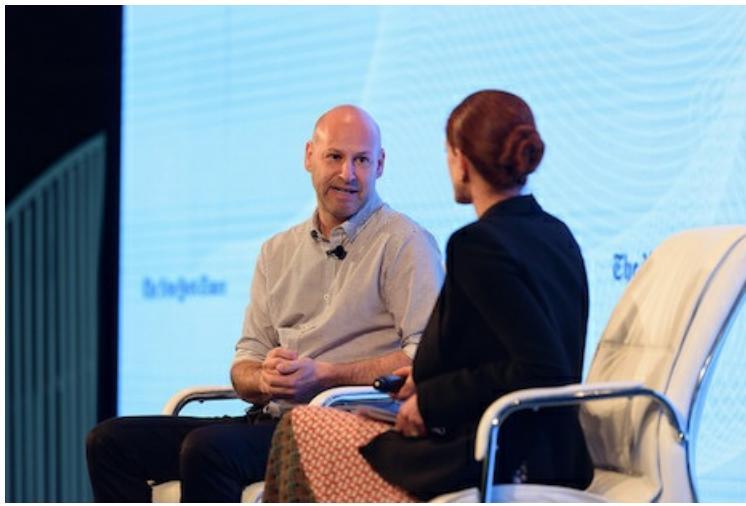
In a conference with *NYTimes* fashion director Vanessa Friedman, the cofounder detailed how blockchain enables collaboration and customization within digital platforms.

The technology is essentially a network with greater control.

As sustainability becomes more important for customer's when purchasing products, blockchain can allow them to follow the manufacturer process of their purchases.

While it is complicated right now, Mr. Lubin explained, in the future, customers could potentially track the materials sourced for their products to ensure that the items are truly sustainable and ecofriendly.

This can assist in counterfeit prevent as well, allowing luxury consumers to track the life of their products so they know they are authentic to the brand and not a copy cat.



*Mr. Lubin and Ms. Friedman in discussion. Image credit: C.K. Man for The New York Times*

Mr. Lubin also stressed that while many people think of blockchain as a financial service, it should be used for all applications to better build trust with users.

Blockchain is poised to have a strong impact on the retail and fashion industries as more brands continue to adopt the tamperproof technology.

Originally developed to verify transactions using digital currencies, blockchain is now being used for different apps across a number of industries. According to Fashionbi's "Blockchain in Fashion and Retail Industry" report, large organizations can use blockchain technology to follow the entire product cycle, from production to even product usage ([see story](#)).

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