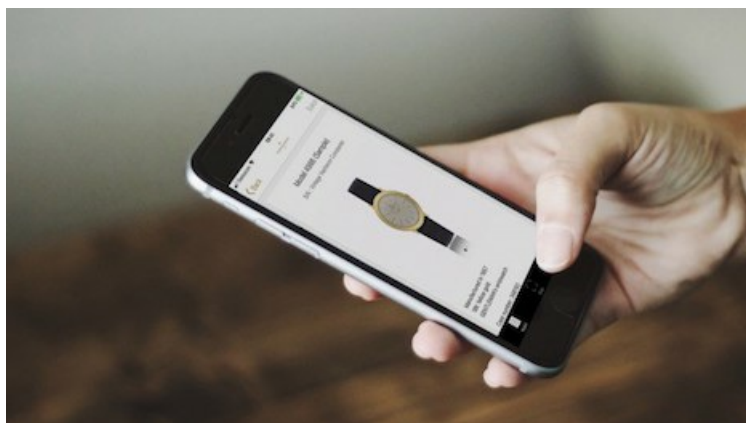


WATCHES AND JEWELRY

Vacheron Constantin looks to combat counterfeiting with blockchain

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Vacheron Constantin is using blockchain to authenticate its watches. Image courtesy of Vacheron Constantin

By STAFF REPORTS

Swiss watchmaker Vacheron Constantin is tapping blockchain technology for authentication, leveraging the innovation for anonymous traceability.

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Vacheron Constantin is working with Arianee on a pilot program to develop digital certification, enabling its timepieces to be traced while keeping its customer information private. The launch is aimed at creating a standard for blockchain use in luxury that could be used by other brands.

"By announcing the digitization of its certificates of authenticity, our company is evolving with the times, as ever at the service of its customers," said Guillaume Boilot, chief operating officer of Vacheron Constantin, in a statement. "Through blockchain technology and in partnership with Arianee, we offer them real security regarding the authenticity of their watches."

Anonymous authentication

Vacheron Constantin's blockchain initiative is being rolled out in addition to its paper certificates for owners.

With the Arianee solution, Vacheron Constantin timepieces are given a digital identity that cannot be forged. This secure certificate can be transferred as the watch changes hands, proving authenticity for successive owners.

The digital identity enables clients to anonymously prove that they own a particular watch, helping with actions such as insuring the timepiece or reselling it. They can also use the blockchain to identify the watch as lost or stolen.

Since May 15, Vacheron Constantin has been making blockchain identification available to owners of its Les Collectionneurs collection timepieces.



Vacheron Constantin is adding blockchain certification for its timepieces. Image courtesy of Vacheron Constantin

"This certification creates bridges and interactions between customers, their watches and our maison," said Angela Au-Yeung, chief digital officer of Vacheron Constantin, in a statement. "By securing via blockchain, we can now track our products throughout their life cycle and communicate with their owners without asking them to compromise their anonymity."

Vacheron Constantin's parent company Richemont chose the watchmaker as the brand to pilot this technology.

The luxury business, plagued by grey market goods and counterfeiting, could take these issues head on in the future through the use of blockchain technology.

During *Luxury Daily's* webinar "[Why luxury needs blockchain](#)," executives in the industry discussed how the tech can solve problems that exist within the luxury sector. One panelist said that blockchain technology will eventually be as integrated, if not more so than, the Internet without users needing to understand its workings ([see story](#)).

"We are proud to have been able to allow Vacheron Constantin to issue the certificate of authenticity using blockchain technology," said Pierre-Nicolas Hurstel, CEO of Arianee, in a statement. "Digital identities will transform the way we own valuable assets and Arianee couldn't dream of a better first step than this pilot program as we continue on our path to building a global standard."