

APPAREL AND ACCESSORIES

## Loro Piana folds traceability feature into latest collection

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*Loro Piana's digital certificate provides proof that all of The Gift of Kings collection, made from merino wool, is spun, knitted, woven and tailored in various parts of the brand's native Italy. Image credit: Loro Piana*

By LUXURY DAILY NEWS SERVICE

Italian cashmere label **Loro Piana** is leaving a thread for consumers to follow all the way back to its products' origins.

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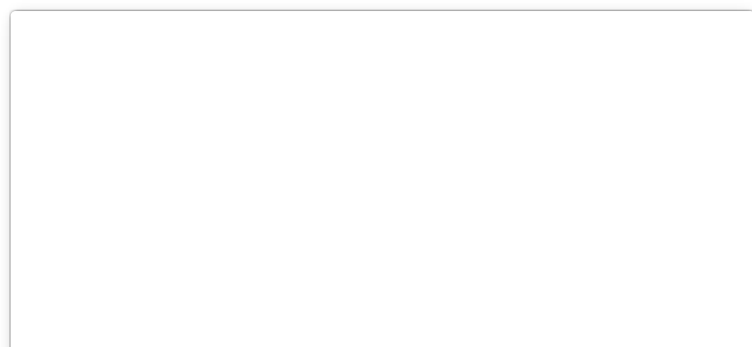
In partnership with the Aura Blockchain Consortium, the brand is attaching a digital certificate to each item in its Gift of Kings collection that provides transparent information about steps involved at every stage of the manufacturing process.

Twenty select items from the collection sold at the newest Loro Piana location in Palo Alto, California will provide access to exclusive digital content.

### Origin story

Launched in 2021, the Aura Blockchain Consortium is a nonprofit organization founded by LVMH, Prada Group and Richemont-owned Cartier.

Cartier, and Prada Group's flagship company Prada, as well as Bulgari, Hublot and Louis Vuitton were among the first to adopt the system. Each brand has the opportunity to develop its own digital profile according to brand specifics and user expectations ([see story](#)).



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A post shared by Loro Piana (@loropiana)

The aim is to enhance traceability as well as the user experience.

For its first initiative with the organization, Loro Piana is attaching a QR code to each item in its Gift of Kings collection, which when scanned not only provides proof of ownership, but reveals all of the brand's efforts to craft locally, promote biodiversity and minimize environmental impact.

The merino wool that forms the collection's material, distinct for its long, fine texture, is sourced from New Zealand and Australia.

For 20 of those Gift of Kings collection items sold at the new Loro Piana, Palo Alto location, the QR code will also grant exclusive access to digital artwork by London-based artist Charlotte Taylor who is known for her leading innovation in 3D sculpture, which are pastel creations which blend reality with fantasy.

The brand found success late last year with an artist whose sculptures remain solidly in the physical world.

French sculptural jewelry artist Charlotte Chesnais collaborated with Loro Piana on "Sculptures in Light," which is a series of candle holders in silver gold and bronze ([see story](#)).

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