

COMMERCE

EBay acquires AI-powered authentication platform Certilogo

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The deal grants eBay access to Certilogo's digital ID technology. Image credit: eBay

By LUXURY DAILY NEWS SERVICE

As secondhand sales soar, online retail platform eBay is continuing to credential its verification processes.

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Announced Tuesday, the company has acquired apparel and fashion goods authentication platform Certilogo. Based in Milan, the AI-powered subsidiary's digital identification technology will back the ecommerce site's offerings and sees eBay bolstering its luxury consignment sales services.

"We are excited to welcome the talented Certilogo team to eBay, as they bring their passion and cutting-edge technology to our community of fashion enthusiasts," said Charis Marquez, vice president at **eBay**, in a statement.

"Through this acquisition, eBay will be able to offer brands secure, connected product solutions that are both flexible and compatible," Ms. Marquez said. "Brands will also be able to protect their customers from counterfeits and engage in recommerce through counterfeit-proof digital product passports."

Credentialing crusades

EBay's latest acquisition grants its teams access to "Secure by Design," Certilogo's specific identification capability.

Storing provenance-related product information to the benefit of those involved in the items' resale, the technology grants designers a greater degree of control over the life cycle of their creations.

Now a part of the retail platform's fashion category, the infrastructure will allow eBay shoppers can engage in the circular economy with further authenticity guarantees, heightening seller trust and transparency in the process.

eBay has completed its acquisition of Certilogo, a provider of AI-powered apparel and fashion goods digital IDs and authentication. <https://t.co/VB1XVLizeH>

eBay Newsroom (@eBayNewsroom) **July 11, 2023**

Going forward, current leader Michele Casucci will remain at the helm of Certilogo operations.

"The partnership between Certilogo and eBay will unlock opportunities for consumers and brands to connect, opening up new potential to activate and expand engagement with the circular economy," said Mr. Casucci, CEO and founder of Certilogo, in a statement.

"Our team is ready to get right to work incorporating our technology and infrastructure and ensuring a seamless transition for our customers, brand partners, and the entire eBay community towards a more sustainable, connected future."

Extending its pre-owned "Authenticity Guarantee" to cover streetwear listings in June ([see story](#)), eBay signed an agreement to acquire Certilogo just a month beforehand, hinting at the strategies of scale backing the site's moves in the secondhand luxury space.

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