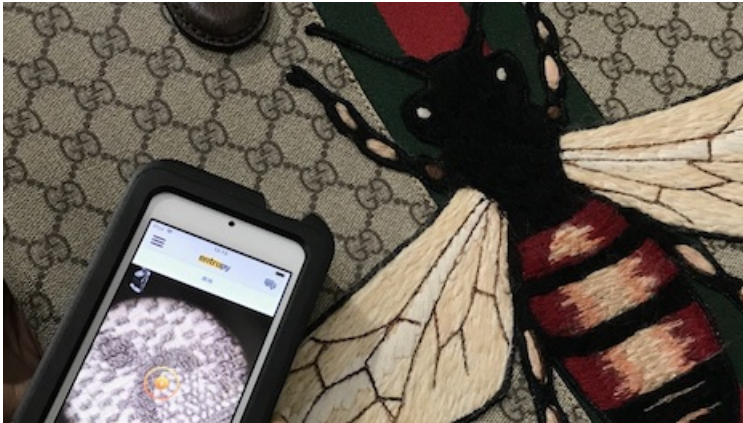


SOFTWARE AND TECHNOLOGY

Entrupy forms partnership with TikTok Shop US

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The move aims to prevent counterfeit merchandise from slipping through the cracks of the short-form video sharing app's ecommerce platform. Image credit: TikTok/Entrupy

By LUXURY DAILY NEWS SERVICE

AI-powered authentication service **Entrupy** is crossing paths with a social media powerhouse.

The experts are partnering with the U.S. arm of TikTok Shop to help verify the origins of pre-owned luxury handbags sold on the platform. Launched in early September, the move aims to prevent counterfeit merchandise from slipping through the cracks as, following beta tests, the first official version of the short-form video sharing app's ecommerce feature goes live stateside.

Validating valuables

Entrupy has already integrated its technology with the tech giant's app, arriving at a time when an increasing share of high-net-worth individuals are using TikTok to gain inspiration for luxury purchases ([see story](#)).

Through the partnership, Entrupy and TikTok have promised each certified bag sold through the online shop will be covered against fraud, protecting buyers with a 100 percent financial guarantee of reimbursement for up to one year.

Those engaging with the online shop will now have access to authentication tools that should aid in keeping the quality of secondhand designer products high.



Entrupy is helping TikTok verify the origins of pre-owned luxury handbags sold on the platform. Image credit: TikTok/Entrupy

The tech company is entrusting Entrupy's AI model, which draws on a growing database of 25 million reference images with near-perfect accuracy to catch any replicas.

Last year, the New York City-based operation shared that the rate of illegal merchandise sold through partner consumer-to-consumer (C2C) marketplaces was down to 5.5 percent in 2021 from 10.8 percent in 2019 ([see story](#)).

In turn, Entrupy's involvement grants it access to the 1 billion monthly active users on TikTok Shop and the 30 billion global views of the hashtag #TikTokMadeMeBuyIt.

The introduction arrives as live shopping gains traction in the U.S., though the streaming trend has notably surged in regions such as Asia for years ([see story](#)).

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