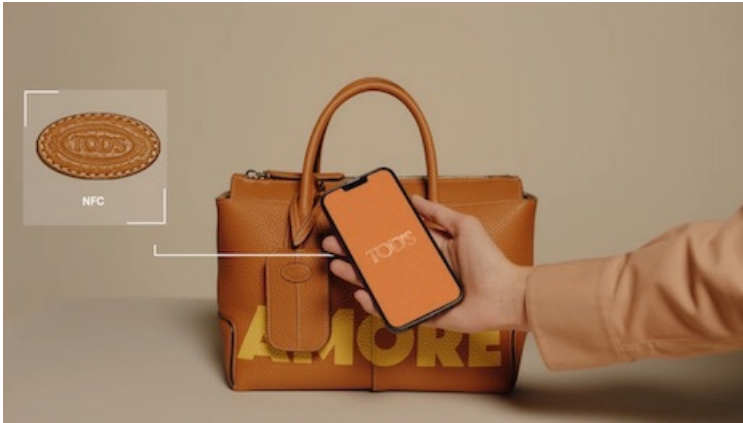


APPAREL AND ACCESSORIES

Tod's Di Bag first to feature new digital product passports

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Tod's is introducing authentication technology in favor of traceability. Image courtesy of Tod's

By LUXURY DAILY NEWS SERVICE

Italian fashion label Tod's is upping traceability efforts.

The brand has joined the [Aura Blockchain Consortium](#), adding a digital product passport (DPP) to its Di Bag, available in selected boutiques and on [tods.com](#). Initially introduced in the 1990s, the famed leather purse has stepped into the future with a feature that can authenticate the accessory's origins and supply chain movements.

"We are excited to be part of this transformative journey with Aura Blockchain Consortium," said Carlo Alberto Beretta, general brand manager at [Tod's](#), in a statement.

"Customer experience is at the core of everything we do at Tod's, and this allows us to further enhance the relationship with our communities, enabling us to directly share the story behind our timeless products through the power of blockchain technologies."

Traceable luxury

Worn by pop-culture figures like Princess Diana, British model Naomi Campbell, Australian-American actress Nicole Kidman and Princess Caroline of Monaco, the Di Bag now comes with product certificates.

With DPPs, shoppers can view information about the tote's origin, craftsmanship and path from creation to purchase. The sustainability certifications of the item's raw materials and packaging are also detailed, as well as the group's green commitment.

Finally, every custom Di Bag is linked digitally to an immutable traceability token. Tod's membership with the Aura Blockchain Consortium allows the label to take advantage of blockchain technology as consumers increasingly call for transparency.

The company plans to expand the technology of the Aura Blockchain Consortium to other collections in the future.



Tod's membership with the Aura Blockchain Consortium allows the label to be a part of the innovation happening within blockchain technology. Image courtesy of Tod's

"We take great pleasure in welcoming Tod's into our Consortium and collaborating on their inaugural project featuring these coveted bags cherished by luxury collectors worldwide," said Romain Carrere, CEO of Aura Blockchain Consortium, in a statement.

"We eagerly anticipate our continued partnership and enhancing their customer experiences even further."

Italian cashmere label Loro Piana ([see story](#)) and German automaker Mercedes-Benz, which became the first automotive member last year ([see story](#)), also use authentication tools from Aura Blockchain Consortium.

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