



## **OTB CERTIFIES AUTHENTICITY AND REGISTERS ALL JIL SANDER, MAISON MARGIELA AND MARNI PRODUCTS ON BLOCKCHAIN, STARTING WITH THE FW24/25 COLLECTIONS**

- *The Group is the first member of the Aura Blockchain Consortium to provide its customers with a digital authenticity certificate for all the products of its luxury brands, with full integration of blockchain registration in its production processes and the insertion of an NFC chip in every garment or accessory*
- *To date OTB has completed blockchain registration and provided a digital certificate for more than 1.2 million products and aims to reach an annual rate of 1.5 million products with the standardisation of the process*

**Breganze (Vicenza), 5 June 2024** – OTB, the international fashion and luxury group which owns the Diesel, Jil Sander, Maison Margiela, Marni and Viktor&Rolf brands, the Staff International and Brave Kid companies, and holds a stake in the Amiri brand, and is a Steering Member of the Aura Blockchain Consortium, will provide digital authenticity certificates for all the products of the Jil Sander, Maison Margiela and Marni brands, starting from the Fall/Winter 24/25 collections.

This has been achieved by the introduction in all Group production processes of two essential steps for the creation of digital authenticity certificates: the insertion of an NFC chip in every garment and accessory and registration of all products on the AURA blockchain platform. The standardisation of the process means that, from now on, blockchain registration and digital authenticity certificates will be guaranteed for more than 1.5 million products a year of the OTB luxury brands.

*"This is an important advance in the OTB innovation process, because it enables us to guarantee greater transparency, new ways of interaction and an increasingly high-profile experience for our luxury brands' clients,"* commented **Stefano Rosso, a member of the Aura Blockchain Consortium board and CEO of Marni**. *"Full-scale adoption of blockchain technology and its integration with our production processes means we shall be able to respond promptly to all the challenges and opportunities presented by future legislation."*

With the roll-out of a pilot project involving some of the most iconic Maison Margiela, Marni and Jil Sander accessories and now expanding to all of the brands' products, the OTB Group has created a remarkable ecosystem for digital certification of product authenticity. Since the beginning of 2022, the Group has already registered approximately 1.2 million products fitted with an NFC chip on the blockchain platform provided by the Aura Blockchain Consortium. The chip enables the client to use their smartphone to access the digital authenticity certification, which provides information on the product and its origin.



## **OTB GROUP**

OTB is an international fashion group comprising the iconic, unconventional brands Diesel, Jil Sander, Maison Margiela, Marni and Viktor&Rolf. It also controls the Staff International and Brave Kid companies and holds a stake in American brand Amiri. OTB – short for “Only The Brave” – believes in the possibility of pushing beyond the frontiers of fashion and style to support the creativity of international talents and express in full the innovative spirit and uncompromising courage of its founder and chair, Renzo Rosso. With more than 7,000 employees worldwide, the Group is founded on a digital approach centred on the consumer, a concrete long-term commitment to the creation of a sustainable, technologically driven business, and close attention to social issues through the OTB Foundation.

For more information:

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