
Everledger and Temera announce strategic partnership to re-imagine customer experience, sustainability and authenticity in the fashion & luxury industries

Pioneering companies in blockchain and NFC technologies will strengthen their collaboration with customers in apparel and luxury goods.

London and Florence, 9 September 2020

Future-focused brands in the apparel and luxury sectors can now harness blockchain and the Internet of Things (IoT) to demonstrate their green commitments and unite customers around a shared passion, thanks to a new partnership between two pioneers in these emerging fields of technology.

Everledger, the digital transparency company, and Temera, leader in Internet of Things (IoT) technology for the fashion industry, have today announced their strategic collaboration to service the apparel and luxury sectors. This ground-breaking partnership will further the adoption of easy-to-experience, seamless technology and accelerate the journey to more circular and sustainable fashion. Tuscany-based Temera brings nearly two decades of fashion industry experience, while Everledger's traceability and customer experience suite of solutions has earned a global reputation for delivery since 2015.

The first collaboration between these two companies has contributed to MCQ, a new fashion label that was launched last week by Alexander McQueen. Under the leadership of MCQ, Everledger developed the tech integration throughout the brand's conceptualisation, products and online consumer experience. Temera has worked on the NFC chips that fuse the physical clothes with their digital twins, which are then recorded on the Everledger blockchain platform for ultimate data security.

MCQ has designed the unique MYMCQ concept, a blockchain-powered tech platform implemented by Everledger enabling designers and consumers to securely register and trade items of clothing designed by a hand-picked selection of designers. MYMCQ will also be the focus point for a community of like-minded individuals, who share an interest in the label. Everledger's technology enables the creation of a secure and permanent digital record of each clothing item on the blockchain.

Besides the extra security of the technology, consumers will enjoy an improved user experience, as the entire life cycle for each garment is available online, from when and where it was designed, to the first purchase, and even resale. Consumers can be confident they're purchasing authentic items, regardless of whether they're being sold directly from MCQ or peer-to-peer, helping to combat counterfeit luxury goods. By enabling the easy resale of items between consumers, MCQ hopes to encourage a more mindful consumerism.

For this partnership, Temera are managing the NFC tags that enable each unique garment to be recorded digitally and house its digital twin online on MYMCQ. Temera has also integrated its software with the Everledger platform, which enables events related to each individual item's history and associated data to be recorded seamlessly on the immutable ledger. Temera stands out for its specialist know-how, gained in response to a strong need to solve issues related to optimisation of logistics and production processes in the fashion industry, which include anti-counterfeiting, grey/parallel market control, and increasingly pervasive and loyal experiences to the customer.

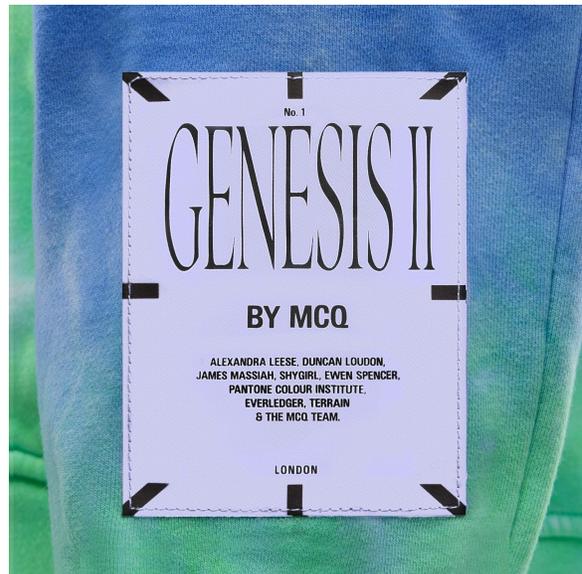
Calogero Scibetta, who leads the projects for the luxury and fashion industries for Everledger, said: "This strategic partnership encapsulates the key values for each organisation, around pioneerism, transparency and openness, and decentralisation. We were honoured to be approached by MCQ and support them in their vision to take the fashion industry to the next stage, integrating cutting-edge technology to centuries-old craft. MCQ has pushed the use case for their consumers further and further, and having a fantastic partner like Temera has enabled us to have such an incredible launch in a very short amount of time."

Arcangelo D'Onofrio, CEO of Temera, said: "In the fashion ecosystem, non-digital certifications are complex and expensive, while supplier monitoring systems are inadequate to meet the ever-increasing need for transparency. Thanks to the partnership with Everledger, we are able to increase consumers' confidence in the brand, making a full history easily available and shareable. With the combined use of NFC and blockchain technology, now brands can bring to light second hand market re-selling activities, fueling the need for sustainability by new generations of consumers thanks to the enablement of a circular economy."

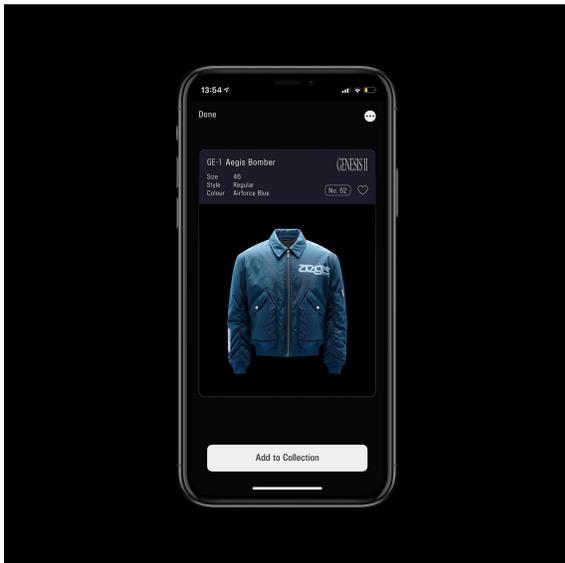
Leanne Kemp, Everledger's founder and CEO, saluted this important launch: "It is not every day that we see the birth of a brand, let alone one that connects two worlds: fashion and technology. MYMCQ is an outstanding achievement by the visionaries at MCQ and a very dedicated group of people that turned that future into reality. We're honoured to be part of a project that will change the fashion industry forever, and for the better. More circular, more sustainable, more connected with their end consumers. I'm looking forward to building ever more simple and scalable solutions for the apparel industry."



MCQ's blockchain-NFC protocol, found inside the swing tag, enables people to interact with physical garments with the swipe of a phone. Photo: MCQ



Garment tag that's attached to each MCQ item. Photo: MCQ



Product screen. Photo: MCQ



Profile screen. Photo: MCQ

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ABOUT EVERLEDGER:

Founded in 2015, Everledger is an independent technology company helping businesses surface and converge asset information, using a symphony of secure technologies, including blockchain, artificial intelligence, intelligent labelling and Internet of Things. Our purpose is to contribute greater clarity and confidence in marketplaces where transparency matters most.

Everledger is committed to helping every link in the industry value chain to achieve a positive environmental impact from traceability. Our technology brings increased transparency to supply chains, benefiting stakeholders who adopt sustainable practices, while bringing visibility to their end consumers.

We digitally streamline our clients' compliance processes, to help them demonstrate the lifetime story of an asset with greater efficiency and accuracy. As technology partners, we also support in powering resilience and sustainability. With information out in the open, we believe the value of many industries – from diamonds, to fine wines, to e-recycling – will be shared by all stakeholders throughout the value chain.

Everledger is certified with the ISO 27001 standard by the British Assessment Bureau, a testament to our robust, ongoing and systematic approach to information security.

Everledger has been awarded a [Technology Pioneer](#) by the World Economic Forum in 2018.

For more information, visit: www.everledger.io

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Everledger spokesperson headshot and bio: <https://www.everledger.io/press/press-resources/>

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ABOUT TEMERA:

Founded in 2009, Temera is the leading company providing IoT solution dedicated to Fashion/Luxury & Retail industry.

We give a 'digital voice' to products through RFID technologies UHF & NFC building an information vault via the use of blockchain distributed ledger. A far-sighted vision, along with by continuous investments in R&D allow us to provide exclusive services; leveraging experience, solidity and organization, Temera is able to design, build and implement innovative, global and easily integrated technological solutions.

Standing out as innovator and visionaries, we represent a center of excellence in delivering digital transformation projects that bring high impact in terms of process reengineering and optimization, operational excellence and speed-up, cost reduction and finally customer engagement.

For more information, visit: www.temera.it

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