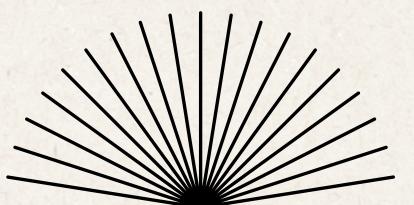




LVMH ALBERTTHON

Digital Product Passport (Use Case 3)

DDP Framework



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Digital Product Passport

LVMH

Transforming mandatory disclosure into a powerful lever for trust, prestige, and long-term client engagement.

This presentation details a comprehensive framework and strategic roadmap for the Digital Product Passport.

We integrate technical architecture with premium user experience to transform regulatory mandates into brand opportunities.

Our objective is to provide an actionable model that inspires LVMH decision-makers and sets a new global benchmark for the luxury industry.

Brand & Category Selection

Louis Vuitton Leather Goods

Why this choice?

The LVMH Flagship:

Louis Vuitton stands as the most iconic Maison within the LVMH portfolio, making it the natural choice to pilot the Digital Product Passport Framework.

Natural Product Fit:

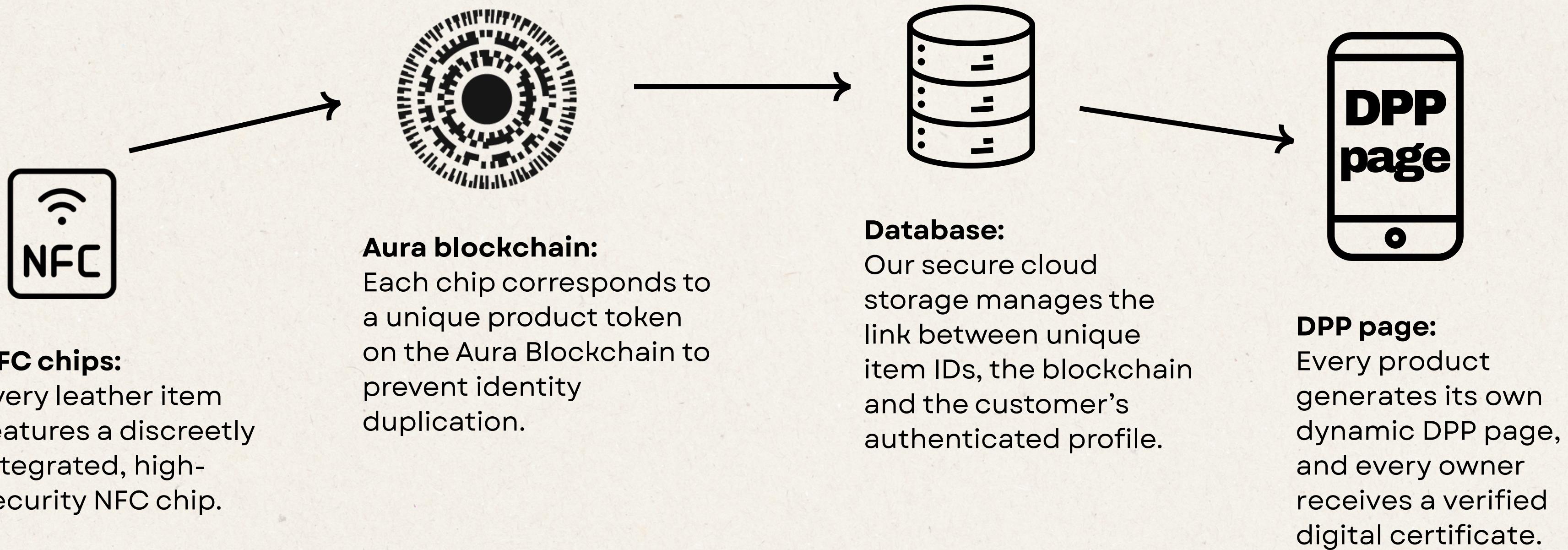
Leather goods is a category where provenance and rare materials are already highly regulated.

Alignment with our project:

This choice serves as the perfect foundation for our "Key Differentiation Asset" that we will explain later.



Technical DPP Framework

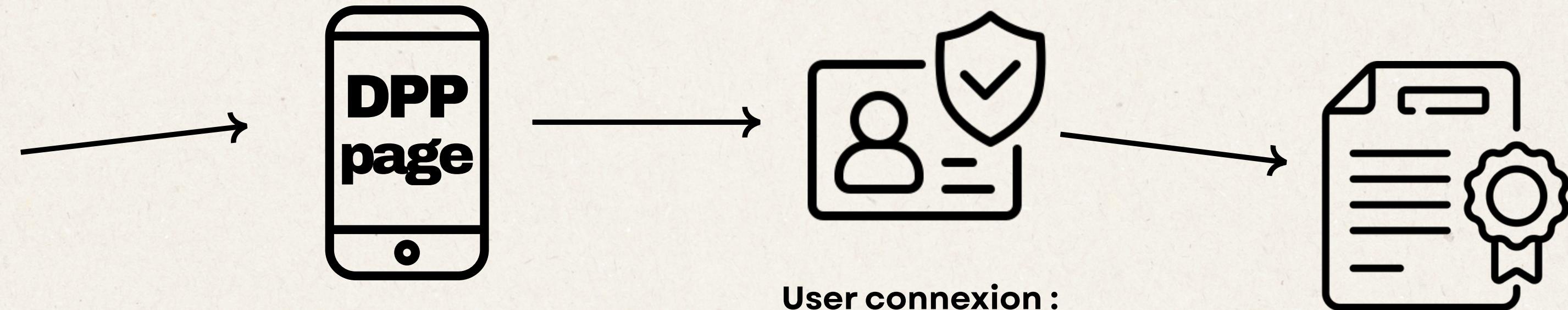


User Journey Framework



NFC scan:

Following purchase, the owner initiates the digital journey by scanning the unique NFC chip discreetly integrated within the product.



DPP Page:

The scan provides frictionless access to the DPP page bridging insights about reliability, sustainability and personalized aftercare.

User connexion :

A seamless invitation to sign-in or create an account, linking the unique product ID to the user's profile, opening the way to unique invitation-only experiences.

Certification :

Once a user is signed in from a secure NFC scan, the DPP page transforms into a verified Certificate of Authenticity anchored on the Aura Blockchain.

Page Content Architecture

06

1. Attraction

Immersive Product Storytelling

2. Confidence

Certificate of Authenticity

3. Empowerment

Lifelong Care & longevity

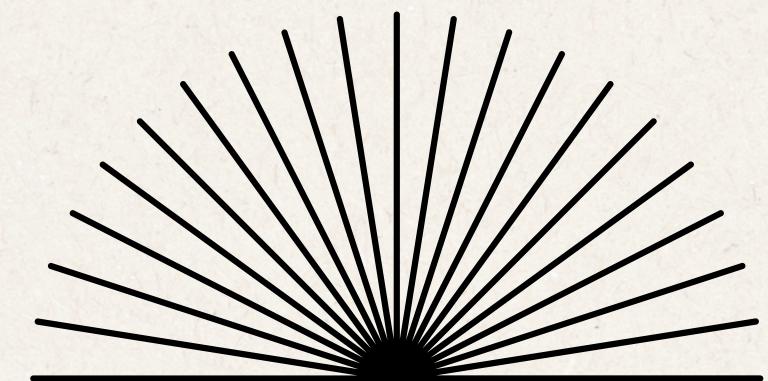
4. Serenity

Transparency & Compliance

The DDP emotion funnel

First **Attraction**, then **Confidence**, follow by **Empowerment**, and finally **Serenity**.

This emotional journey, is carfuly plan to seamlessly transitioning the client from subconscious desire to conscious trust.



Page Content Architecture

07

1. Attraction

Immersive Product Storytelling

The experience begins at the very top of the interface with an immersive full-screen header designed to capture emotional attention through high-fidelity luxury references before any data retrieval occurs.

Powerful product visual, such as a high-definition image carousel or an atmospheric promotional video, will anchor the client immediately within the Louis Vuitton brand universe.

By prioritizing this visual storytelling, the system triggers subconscious desire and establishes a prestigious context for the information that follows. Furthermore, the layout discreetly integrates related or complementary items with direct links to product pages, subtly extending the brand narrative while enriching the client's digital style journey.

2. Confidence

Certificate of Authenticity

3. Empowerment

Lifelong Care & Longevity

4. Serenity

Transparency & Compliance

Page Content Architecture

08

2. Confidence

Certificate of Authenticity

Once the desire is established, we provide instant proof of authenticity via the Aura Blockchain. This transforms "storytelling" into "story-proving".

The page features call-to-action banner explicitly stating: "Unlock your Certificate of Authenticity." as gateway to the Aura Blockchain integration, with a seamless sign-in or account creation flow. Once the user profile is linked, the banner transforms into a Digital Certificate of Authenticity.

Below this interactive layer, comprehensive access to foundational Traceability Info and Maison Commitments will be displayed, such as the origin and chain of custody, ensuring that the transition from "storytelling" to "story-proving" is both transparent and rewarding for every visitor.

1. Attraction

Immersive Product Storytelling

3. Empowerment

Lifelong Care & Longevity

4. Serenity

Transparency & Compliance

Page Content Architecture

3. Empowerment

Lifelong Care & longevity

We shifts the focus toward the product's future, presenting a dedicated aftercare hub designed to reinforce product durability.

High-end maintenance tutorials and "savoir-faire" videos, or photo will be displayed. To facilitate seamless maintenance, the page includes a directory of Maison-certified repair artisans and authorized service centers.

This comprehensive traceability of care not only protects the item's long-term value but also deepens the client's relationship with the Maison through proactive, lifelong support.

1. Attraction

Immersive Product Storytelling

2. Confidence

Certificate of Authenticity

4. Serenity

Transparency & Compliance

Page Content Architecture

4. Serenity

Transparency & Compliance

The final layer of the interface, provides the regulatory transparency informations. Positioned at the bottom of the page to ensure technical details do not disrupt the initial emotional spark, this section offers a summarized view of mandatory data fields.

Key disclosures include the precise traceability information regarding the country of manufacture and main transformation steps. Furthermore, verified environmental footprint metrics, specifically detailing carbon and water impact, as well as material compositions and compliance certifications for animal welfare or responsible sourcing.

By presenting these details, the Maison transforms a legal obligation into a definitive signal of excellence and transparency.

1. Attraction

Immersive Product Storytelling

2. Confidence

Certificate of Authenticity

3. Empowerment

The Key Differentiator

Invitation-Only Events

The blockchain-powered DPP offers a definitive opportunity to anchor LVMH deeper into the essence of luxury exclusivity.

By linking a personal account to a product's UID, the customer is officially recognized as the owner and user of a specific creation. This recognition enables the organization of unique, **product-specific events** reserved strictly for dedicated owners.

These invite-only, marketing-free experiences act as highly selective rewards, reinforcing the Maison's prestigious image while significantly driving Customer Lifetime Value.

The strategic unpredictability of these invitations fosters desire among the non-invited, encouraging the acquisition of more prestigious items to gain the privilege of being chosen.



Roadmap Toward Next Retrieval

The next phase (D2) focuses on bringing the Louis Vuitton DPP framework to life through a functional, immersive prototype that demonstrates the end-to-end user journey.

