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Hermèel : A Blockchain Solution for Luxury Brands

Group 8:

Yuhui HU - Introduction, Future Plan

Wanqi WANG - Model Design

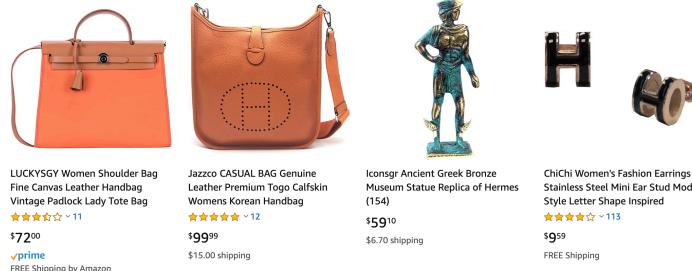
Hanchi ZHANG - Realized Function

Xiaoyu DENG - UI Display





The Highest Quality Hermes Replicas At The Lowest Prices



French fashion house **Hermès** successfully won a **fake Birkin bag lawsuit** on Tuesday. A federal judge in New York awarded the high-end retailer \$100 million in damages to be paid by 34 websites that had sold counterfeit versions of the company's luxury **goods**. May 3, 2012

[www.ibtimes.com › Media & Culture › Luxury](http://www.ibtimes.com/media-&-culture/luxury)

Hermes Wins \$100 Million in Fake Birkin Bag Lawsuit

Problem Definition

- Replica items hurts customers' experiences
- Replica items hurt the brand value
- Replica items cost brand on sue
- Resale market expands
- Product verification costs time

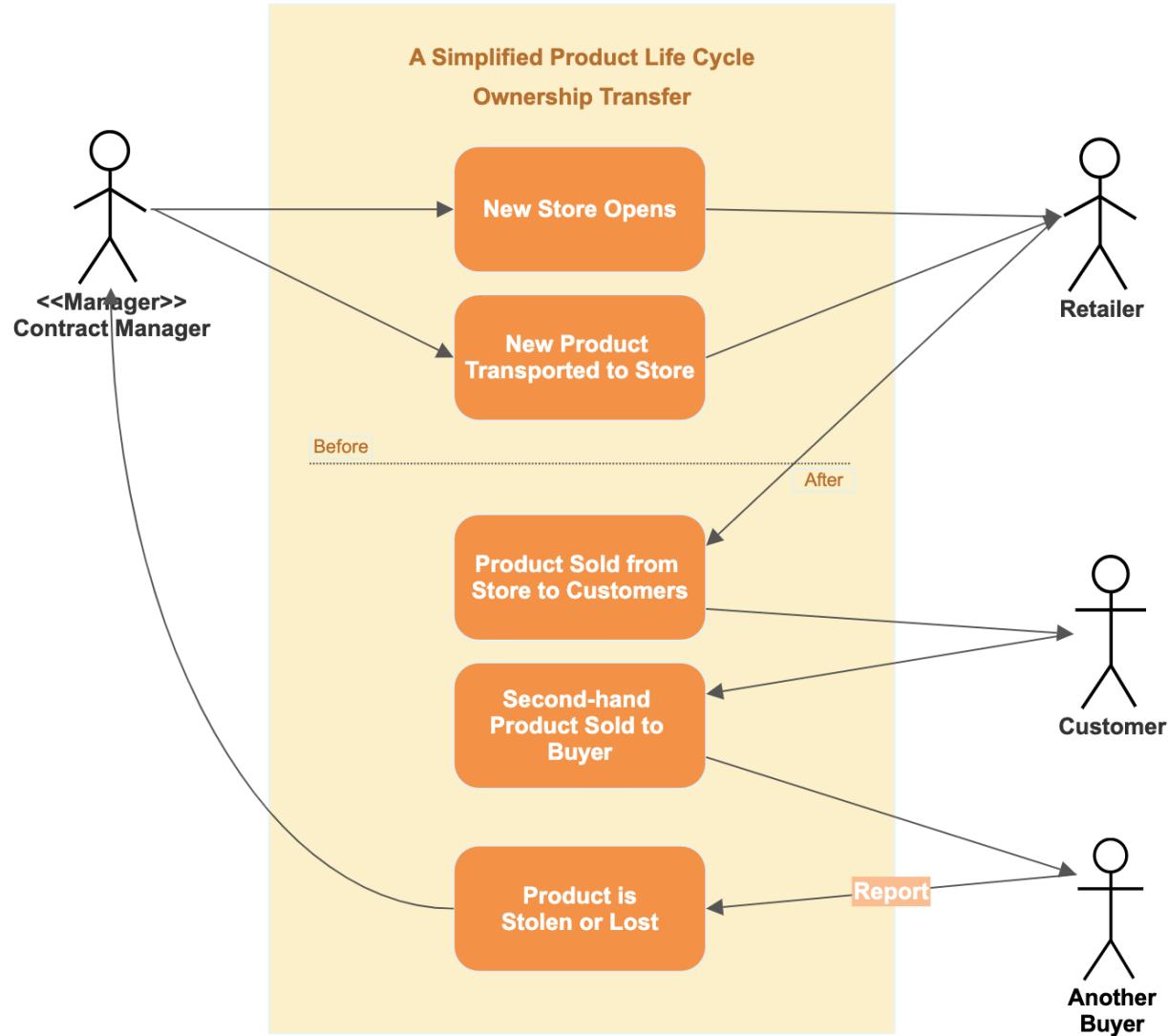
Mission

Protect brand and customers from replica products

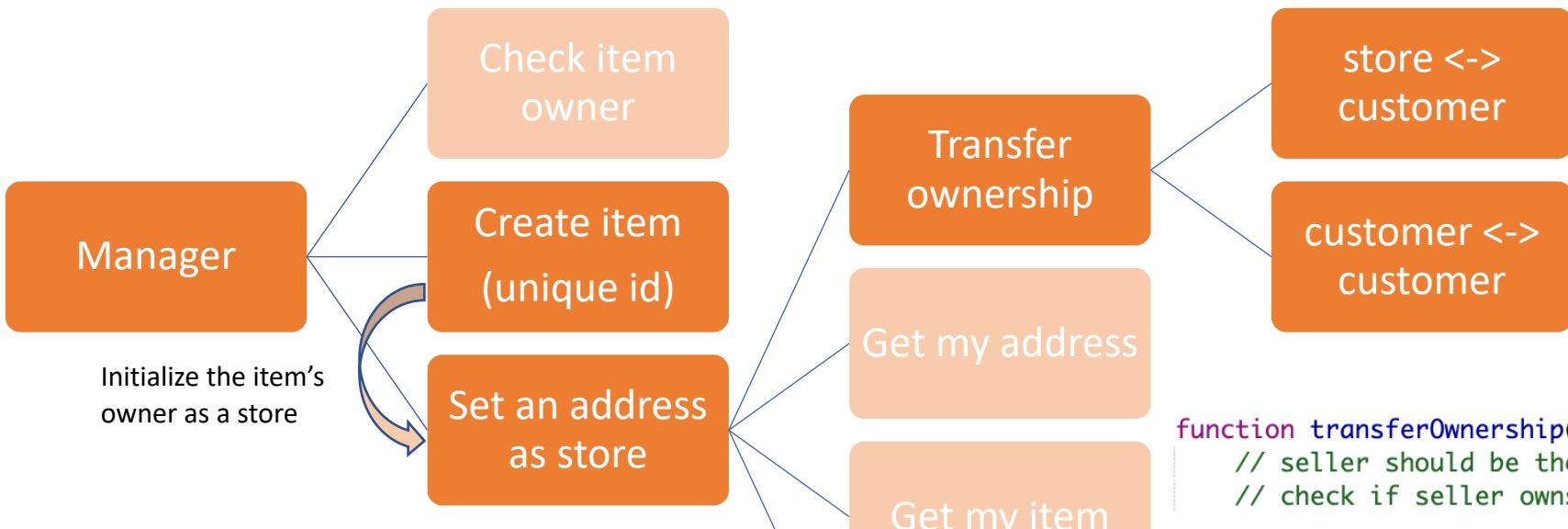
Provide transparent market for resale with higher efficiency and lower cost



Model Design



Realized Functions



```
struct Item {  
    address curr_owner;  
    // History records, transfer and repair  
    // Other information or description  
}  
struct Info{  
    bool isCustomer;  
    bool isRetailer;  
    string myAddress;  
}  
  
mapping(uint => Item) itemArr;  
mapping(address => Info) infoArr;
```

```
function transferOwnership(address to, uint _code) public returns (bool){  
    // seller should be the one to call this function  
    // check if seller owns this item  
  
    Item storage item = itemArr[_code];  
  
    if (item.curr_owner == msg.sender){  
        // the current owner of this item should change  
        // the item id should be removed from seller  
        // the item id should be added to buyer  
        // this transaction details should be added to the item records  
        item.curr_owner = to;  
        itemArr[_code]= item;  
  
        return true;  
    }  
    return false;  
}
```

UI Design

Manager View

Brand Name Home Dashboard Marketplace

Hello, you are logged in as manager.
This contract is managed by 0xC99a32e6a117849055182f53c3D21eC08a69E2b7

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Operation

Store Setup

Store's Address

SUBMIT

Store Shutdown

Store's Address

SUBMIT

Item Setup

Store's Address

Item's description

Item's Code

Please make sure you type in the correct unique code.

SUBMIT

Information & Data

GET MY ADDRESS

IDENTITY CHECK

OWNERSHIP CHECK

Store/Customer View

Brand Name Home Dashboard Marketplace

Hi, you are logged in as
0x0599cd4052e7e93411bd6f14613ea939a3818a5d

This contract is managed by 0xC99a32e6a117849055182f53c3D21eC08a69E2b7
Your asset is protected by Blockchain Technology! Want to learn more about how we do it?

[LEARN MORE](#)



My Account

GET MY ADDRESS

CHECK MY ITEMS

CHECK ITEM INFO

Transaction

Transfer My Item

Recipient's Address

Item's Code

Transaction cannot be cancelled! Please double check.

SUBMIT

Post Item for Sale

Item's Code

Your request will be verified.

SUBMIT

Merging & Further to-do

Merging

- Physical support
- HR
- CRM and Product Lifecycle

Further to-do

- Online sale
- Avoid stolen-item-trade
- Maintenance as a participant



Thank you !
Q & A



HERMÈS
PARIS