

HOME FURNISHINGS

Lalique backs limited-edition launches with blockchain tech

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Two vases and a bowl first designed by members of Lalique's founding family will soon be protected with authentication technology. Image courtesy of Lalique

By EMILY IRIS DEGN FOR LUXURY DAILY NEWS SERVICE

French crystal maker Lalique is pairing its products with digital passports for the very first time.

Launching this July, a collaboration with the Aura Blockchain Consortium will arm shoppers with certificates of authenticity for select releases from the brand. The company has also formed a partnership with social marketplace startup Vivents, allowing all customers to access extended storytelling content online as Lalique continues to prioritize immersive customer experiences.

"By integrating modern blockchain technology with traditional craftsmanship, the Digital Product Passport (DPP) not only secures the authenticity and legacy of Lalique's creations but also enriches the customer's interaction with each piece," said Nina Mller, CEO of **Lalique Group**, in a statement.

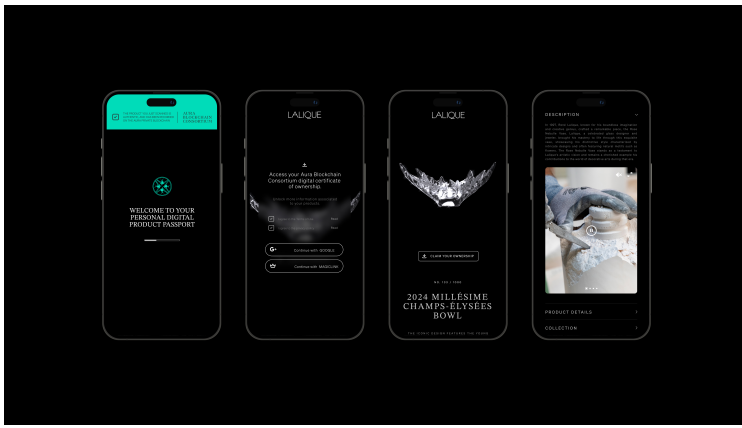
Crystal clear

Each hailing from the new Millsimes 2024 collection, Lalique's Champs-Élyses bowl and Bacchantes and Mossi vases will soon be backed by blockchain technology.

As the term "millsimes" refers to a number designating the date of production, often used for rare cars, cigars, watches and other collectors' items, the aforementioned limited editions follow suit.

Founder Ren Lalique designed the Bacchantes vase in 1927. In 1933, he brought the Mossi vase to life, and his son, Marc Lalique, was behind the Champs-Élyses bowl in 1951.

Crafted by artisans at the Lalique factory in Wingen-sur-Moder, France, the array will now be sold with digital product passports.



Lalique clients can find information about their products, gaining access to Vivents's digital spaces once purchased. Image courtesy of Lalique

"We are thrilled to welcome Lalique into our consortium with their inaugural DPP project for their iconic 2024 Millsimes Collection," said Romain Carrere, CEO of Aura Blockchain Consortium, in a statement.

"This collaboration exemplifies our shared commitment to pushing the boundaries of customer experience, ushering in a new era of luxury immersion," Mr. Carrere said. "We look forward to our continued collaboration to elevate customer experiences to new heights."

Vivents adds another layer to the announcement, integrating engaging features at the point of purchase. According to a statement, "Lalique customers will be able to download a digital twin of their product, bringing the exquisite craftsmanship of each piece to life," while "additional storytelling elements will showcase the manufacturing processes, offering an intimate look at the artisanal skills behind each creation."

With the move, Lalique looks to foster community, loyalty and retention. Others in luxury are likewise using the blockchain ([see story](#)).