



# A Qliktag Case Study

How ultra-exclusive Italian designer luxury handbag brand Tuozzo launched 'Grace', a limited collection of unique personalized leather handbags with inbuilt digital authentication & digital features.



## ABSTRACT

Tuozzo, an exclusive Italian luxury handbag brand, sought to launch its limited-edition Grace collection with only 100 uniquely numbered pieces. To address concerns of authentication, uniqueness, and differentiation, Tuozzo collaborated with Qliktag to integrate secure NFC authentication technology into its handbags. The challenge was to ensure that each handbag could be verified as authentic, maintain its exclusivity, and deliver a digital experience that enhanced the ownership value.

Qliktag provided its phygital technology solution by embedding unclonable NFC chips within the leather construction of the handbags. These chips allowed buyers to authenticate their purchase instantly using a smartphone, view details about their specific handbag, and personalize their ownership experience. Implementation involved sourcing and integrating NXP NTAG424 DNA-based NFC chips into the handbags during manufacturing and registering them on Qliktag's platform for remote activation.



As a result, Tuozzo successfully merged luxury craftsmanship with cutting-edge digital authentication. The Grace collection not only maintained its rarity and exclusivity but also provided owners with a seamless digital experience, setting a new standard in high-end fashion & luxury offerings.





## INTRODUCTION

Tuozzo, an ultra-exclusive Italian designer luxury handbag brand, sought to create a new limited-edition collection of women's leather handbags called Grace. With only 100 pieces produced, Tuozzo wanted to ensure that each handbag was not only an epitome of fine craftsmanship but also delivered a unique and innovative digital experience. The brand needed a solution to authenticate each handbag, enhance its exclusivity, and offer digital value beyond the physical product. To achieve this, Tuozzo partnered with Qliktag to embed secure NFC authentication chips within the handbags, seamlessly merging the physical and digital realms. This collaboration enabled Tuozzo to provide buyers with an advanced authentication process, a personalized ownership experience, and exclusive digital features. The result was a groundbreaking blend of luxury and technology, setting Tuozzo apart in the high-end handbag market.



## CHALLENGE

### Ensuring Brand Value Through Authenticity & Uniqueness

Tuozzo faced multiple challenges in launching its exclusive Grace collection. The first major concern was ensuring that customers could authenticate these high-end luxury handbags and verify their originality. Counterfeiting is a prevalent issue in the luxury fashion industry, and Tuozzo needed a secure and foolproof way to distinguish its products from imitations.

Another challenge was guaranteeing the uniqueness of each handbag within this highly limited collection. With only 100 bags produced—50 in black leather and 50 in ivory leather—the rarity of each individual piece significantly contributed to its value. Ensuring that each handbag had a unique identity was crucial to preserving its exclusivity.

Additionally, Tuozzo aimed to differentiate itself from other luxury handbag brands by offering not just a premium physical product but also an innovative digital experience. The brand wanted to integrate technology that would allow customers to engage with their handbags in a new and meaningful way, offering personalization, authentication, and exclusive digital benefits. The challenge was to achieve all of this while maintaining the elegance and craftsmanship of a traditional luxury handbag.





## SOLUTION

### Integrating Qliktag's Secure NFC Authentication Technology Solution

To address these challenges, Tuozzo partnered with Qliktag to leverage its phygital technology solution. By integrating Qliktag's secure unclonable NFC chips based on the NXP NTAG424 DNA technology, Tuozzo was able to seamlessly combine physical luxury with digital authentication and engagement. These NFC chips were embedded within the construction of the handbags as an integral part of their design, ensuring that authentication was both discreet and highly secure.

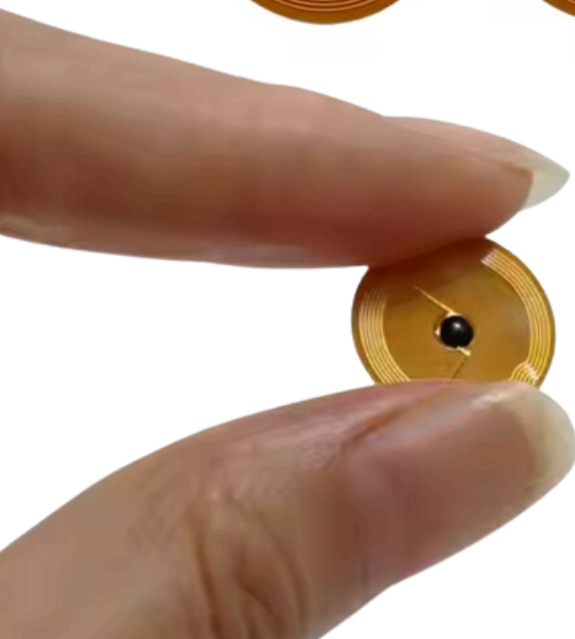
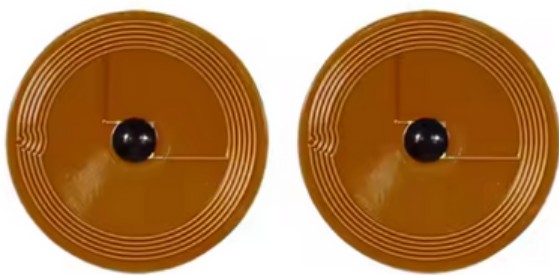
With a simple tap of a smartphone, buyers could instantly verify the authenticity of their handbag, view detailed information about their specific bag, and personalize their ownership experience. This innovative approach not only enhanced the security of Tuozzo's handbags but also added a new dimension of digital exclusivity, reinforcing the brand's commitment to craftsmanship and cutting-edge technology.



## IMPLEMENTATION

Tuozzo worked closely with Qliktag to source and integrate the secure NFC authentication chips into the Grace collection. The process began with Qliktag supplying NXP NTAG424 DNA-based NFC chips, each pre-encoded with a unique digital link URL corresponding to an individual handbag.

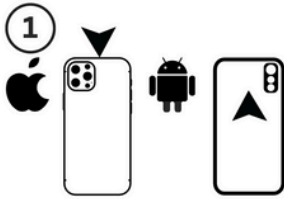
The manufacturing unit incorporated these flexible printed electronic (FPC) chips inside the handbags by embedding them within the Tuozzo-branded leather patch located inside the bag. The patches were then stitched into the handbags' interior compartments, ensuring that the chips became a seamless part of the product. Quality checks were performed at the manufacturing facility to verify the functionality of each NFC chip, and their unique IDs were sent back to Qliktag for registration in the software platform. Once activated remotely, these chips were ready to provide authentication and digital experiences to buyers.



# AUTHENTICATION

## The Process for Tuozzo Customers

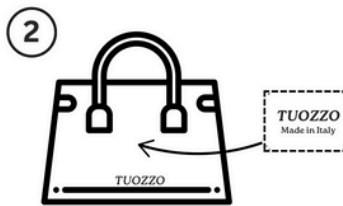
### TUOZZO SECURE NFC AUTHENTICATION INSTRUCTIONS



#### 1 LOCATE THE NFC READER AREA ON YOUR SMARTPHONE

For iPhone, the NFC reader is located towards the top edge of the phone in the center.

For Android phones, the NFC reader is located just below the top of the phone. Ensure NFC is turned on in your settings.



#### 2 LOCATE THE SECURE QLIKTAG NFC CHIP WITHIN YOUR HANDBAG

The Tuozzo logo on the inside leather patch of your handbag contains a secure NFC digital authentication electronic chip powered by Qliktag.

The logo patch & chip are located on the same side as the one the handle is attached to.

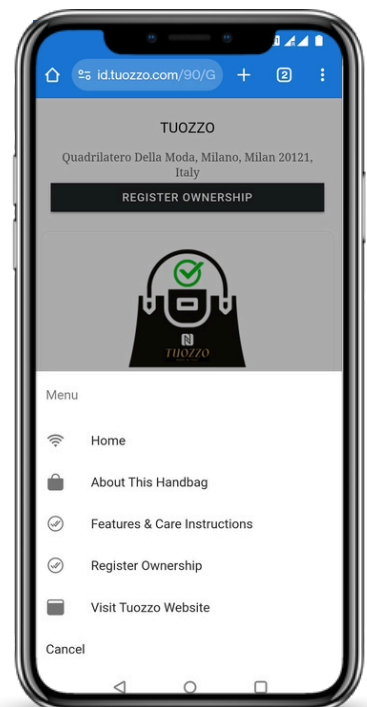
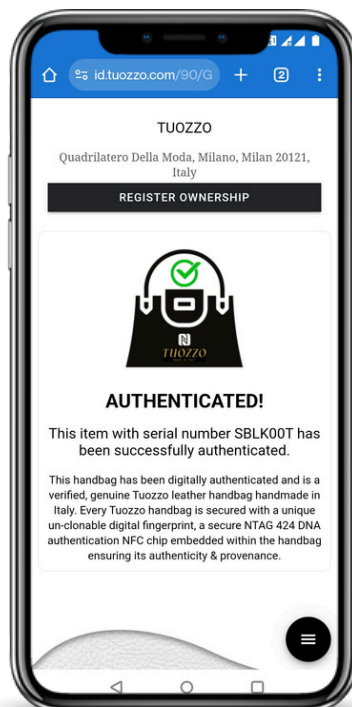


#### 3 UNLOCK YOUR PHONE & TAP THE LOGO

Simply unlock your phone and bring the area of your phone with the NFC reader towards the Tuozzo logo patch inside your handbag to tap the chip. It should instantly authenticate the handbag and bring up a digital experience within your phone browser.

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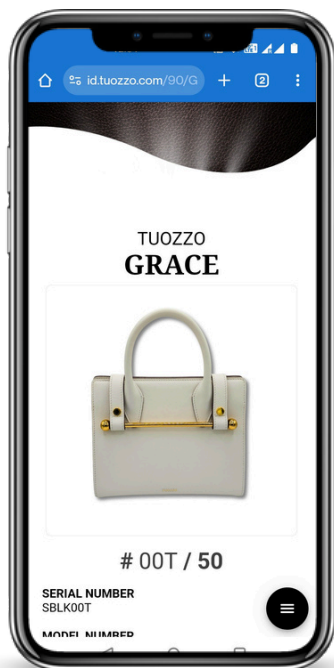
## THE END RESULT

### A Unique, Personalized & Secured Luxury Experience

The Grace collection was successfully launched as a highly limited series of luxury handbags, with 50 pieces in black leather and 50 in ivory leather. Each handbag was assigned a unique number within the collection, further reinforcing its exclusivity and rarity.

Buyers could authenticate their handbag by tapping their smartphone against the Tuozzo logo patch inside the handbag or by tapping the gold Tuozzo logo on the exterior. This instantly triggered a digital experience on their smartphone without requiring any additional app downloads. The authentication process confirmed whether the handbag was genuine while displaying detailed information about its specific number within the collection, its rarity, and other essential product details like care instructions and specifications.

Additionally, buyers had the opportunity to personalize their ownership by updating their personal details within the digital experience, making each handbag uniquely tied to its owner. Beyond authentication, Tuozzo leveraged the technology to provide exclusive digital capabilities, including access to premium content, special offers, and membership privileges accessible only to owners of the Grace collection.





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## CONCLUSION

### Innovation & Impact

The integration of Qliktag's secure NFC authentication technology into Tuozzo's Grace collection exemplifies the future of luxury fashion—where craftsmanship meets digital innovation. By addressing key challenges such as authentication, uniqueness, and differentiation, Tuozzo successfully reinforced its brand identity as a pioneer in high-end fashion technology.

Through this collaboration, Tuozzo not only ensured the security and authenticity of its handbags but also created an enriched customer experience that extended beyond the physical product. The implementation of phygital technology not only elevated the exclusivity of the Grace collection but also set a new benchmark for luxury handbags, proving that the future of fashion lies in the seamless fusion of tradition and technology.





TUOZZO