THE GLOBAL CONNECT FASHION INITIATIVE

Powering our Connected & Circular Future

INTRODUCED BY **EON**

What if every product had a unique Digital Identity?

Simple products would become data-generating *intelligent assets.*

We could power end-to-end business intelligence, efficiency and profitability across the value chain, business model innovation, and our sustainable future.

NOW POSSIBLE

CONNECT FASHION

INTRODUCED BY

EON

The Global Connect Fashion Initiative

is introducing the standard for Digital Identity, and the framework for how the Internet of Things ("IoT") will power end-to-end connectivity across fashion, apparel and retail.

"The internet of things is among the most powerful enabling technologies for circular economy."
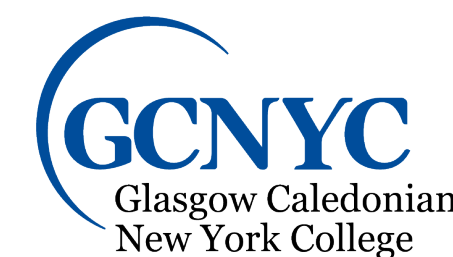
- World Economic Forum, 2016

MEMBERS, TECHNOLOGY PARTNERS, PHILANTHROPIC PARTNERS, KNOWLEDGE PARTNERS & STRATEGY PARTNERS

Our mission

is to facilitate industry-wide design & adoption of connectivity solutions essential for circular economy.

Introduced by

EON

EON is the leading Digital Identity company for fashion, apparel and retail — unlocking the power of the Internet of Things (IoT) to enable end-to-end business intelligence.

OUR MISSION IS TO HARNESS THE POWER OF CONNECTIVITY TO UNLOCK CIRCULAR ECONOMY.

WORLD ECONOMIC FORUM

*"**EON** which uses the internet of things to connect an item of clothing to all steps in the value chain and provide the information required to foster sustainable innovation."*

- World Economic Forum, 2017

Launch & announce initiative to industry in April 2019.

CONNECT FASHION

"Widely accepted standards are a crucial requirement for the next industrial era...it needs a critical mass of companies, which collaborate and agree on common and marketable solutions."
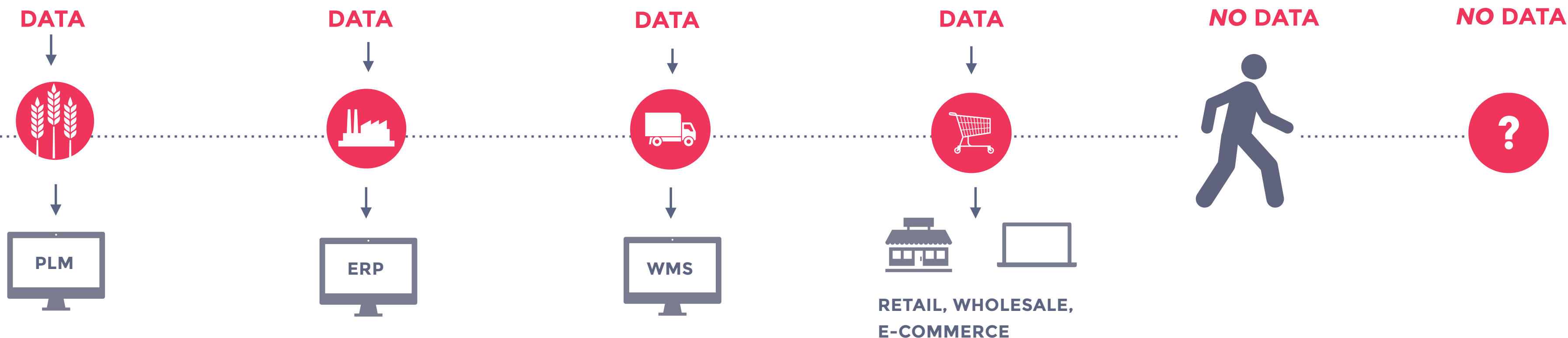
- World Economic Forum, 2018

We have the system in the room.

EON

Today, products are not intelligent

limiting profitability, efficiency, innovation & sustainable performance.

data silos across the value chain prevent
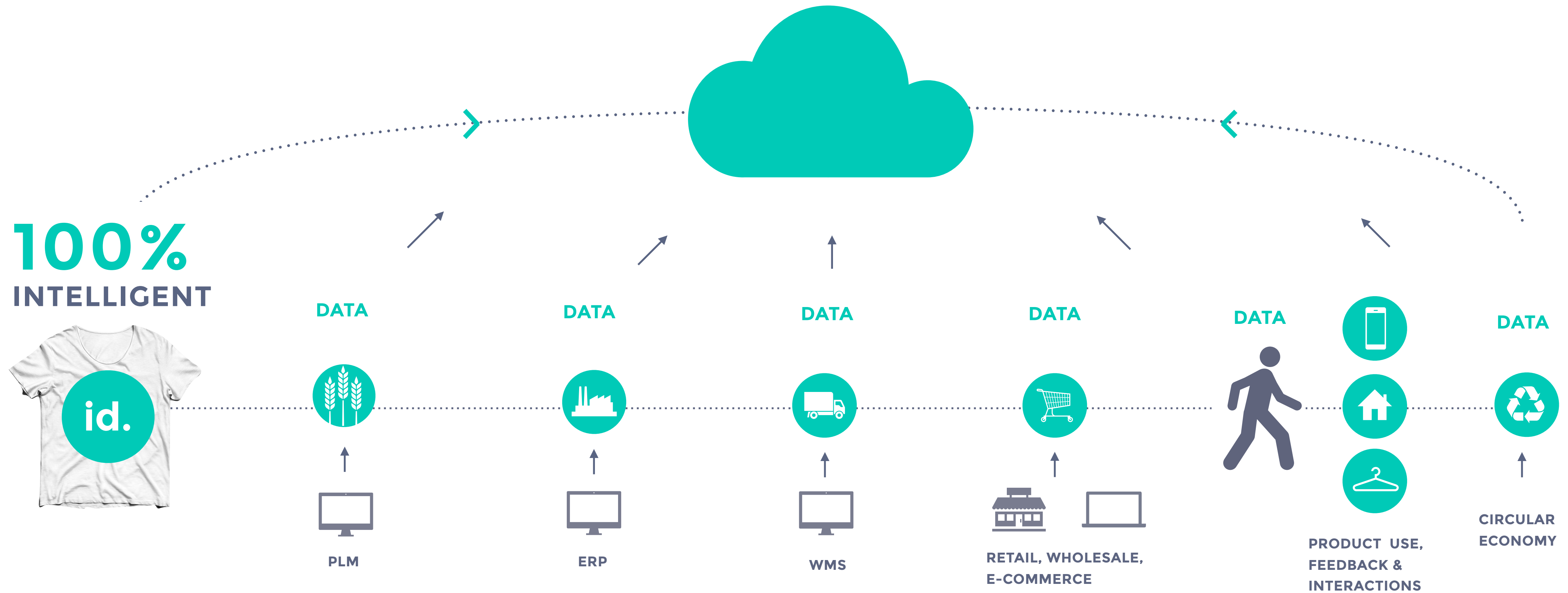end-to-end business intelligence

0%
INTELLIGENT

| DATA | DATA | DATA | DATA | *NO* DATA | *NO* DATA |

PLM

ERP

WMS

RETAIL, WHOLESALE,
E-COMMERCE

?

Tomorrow, every product will have a Digital Identity

connecting the entire value chain with data and knowledge.

100%
INTELLIGENT

id.

DATA

DATA

DATA

DATA

DATA

DATA

PLM

ERP

WMS

RETAIL, WHOLESALE,
E-COMMERCE

PRODUCT USE,
FEEDBACK &
INTERACTIONS

CIRCULAR
ECONOMY

What is Digital Identity?

A Digital Identity is a virtual replica (e.g: 'Twin') of a physical asset (e.g. product). Digital Identity makes it possible for every product to have a unique web location — allowing for information about the product to be stored digitally and accessed over the internet throughout the entire product lifecycle.
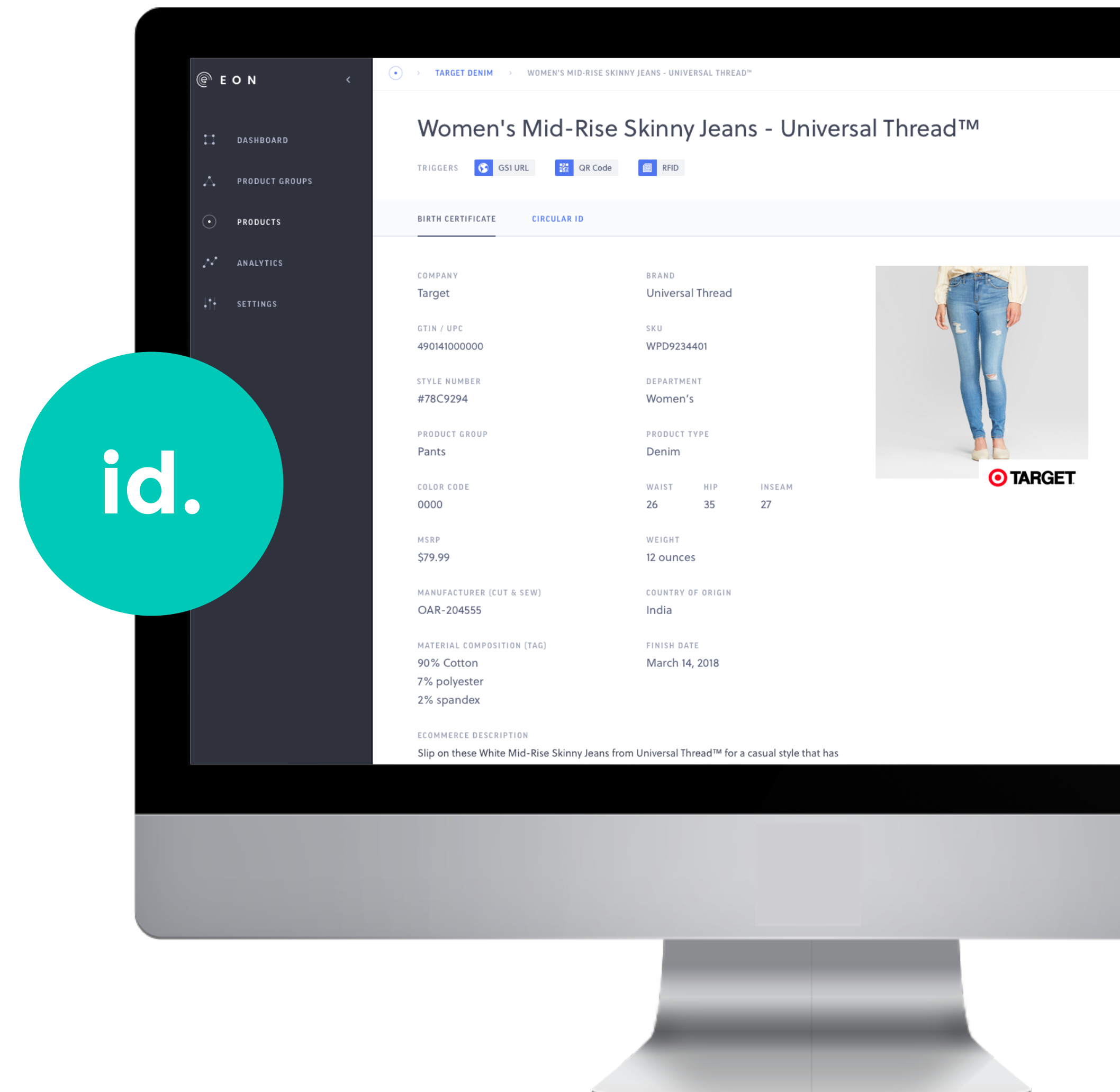
A DIGITAL TWIN & UNIQUE WEB LOCATION FOR EVERY PRODUCT

PHYSICAL PRODUCT

PRODUCT'S DIGITAL IDENTITY

id.

EON

Digital Identity

powers essential intelligence for transparency, sustainability & circular economy.

Digital identity will become a backbone for impact measurement & future policy.

"EU harmonized digital product identification system for circular economy".

- European Environmental Bureau, 2018

- iPOINT, 2017

TRANSPARENCY

COMPOSITION INFORMATION

PRODUCT USAGE

ENVIRONMENTAL DATA

PROCUREMENT DATA

id.

HEALTH & SAFETY INFORMATION

FACILITY INFORMATION

AUTHENTICITY

Digital Identity for circular economy presents a tremendous market opportunity.

"We are on the threshold of a Digital Identity revolution."

- World Economic Forum, 2018

"79% of retail organizations are expected to adopt IoT technology."

- Retail Dive, 2017

$4.5 Trillion

of economic growth generated by circular economy.
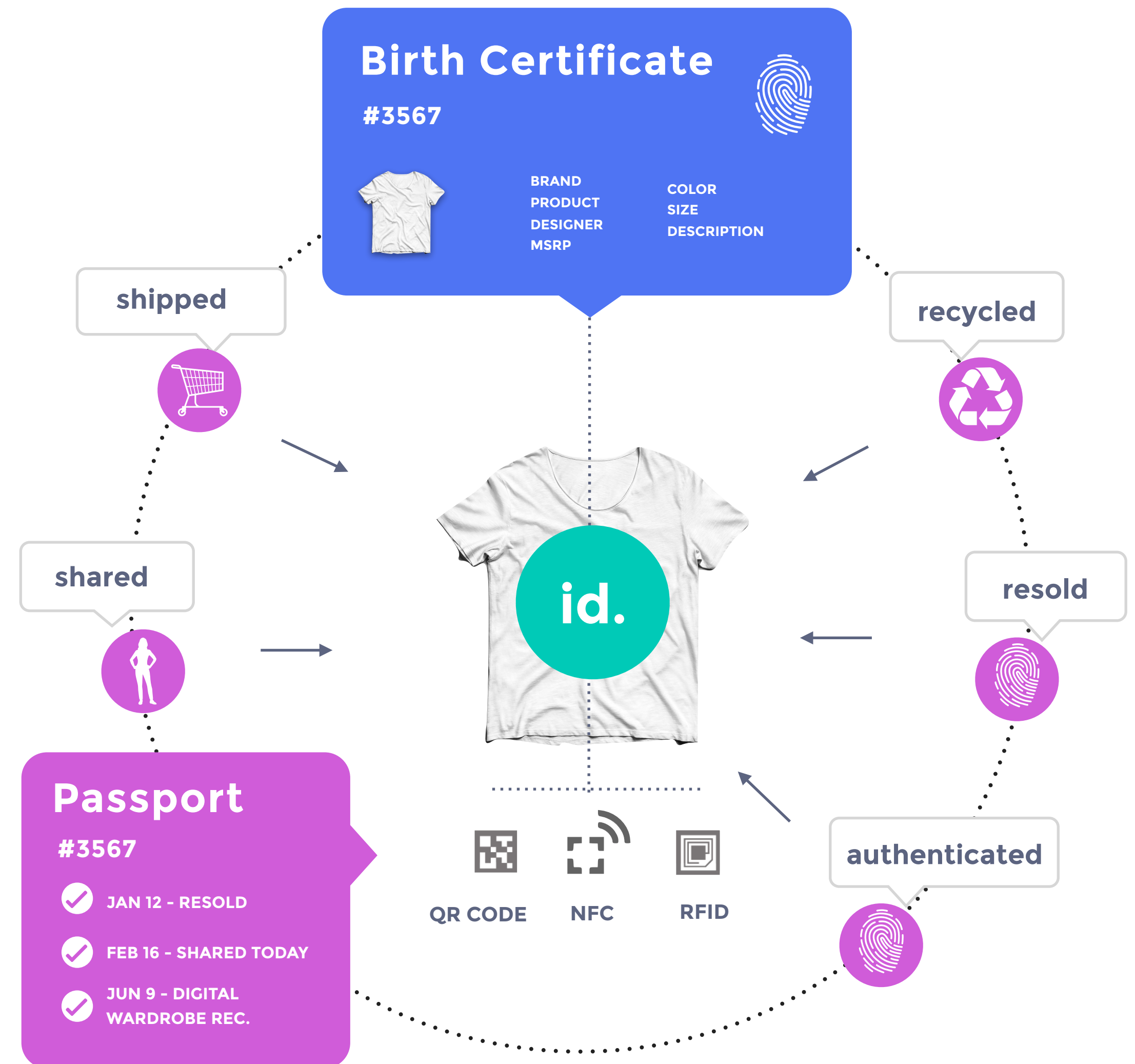
— Ellen MacArthur Foundation, 2017

Digital Identity makes it possible for every item to be complete with:

A digital 'Birth Certificate'

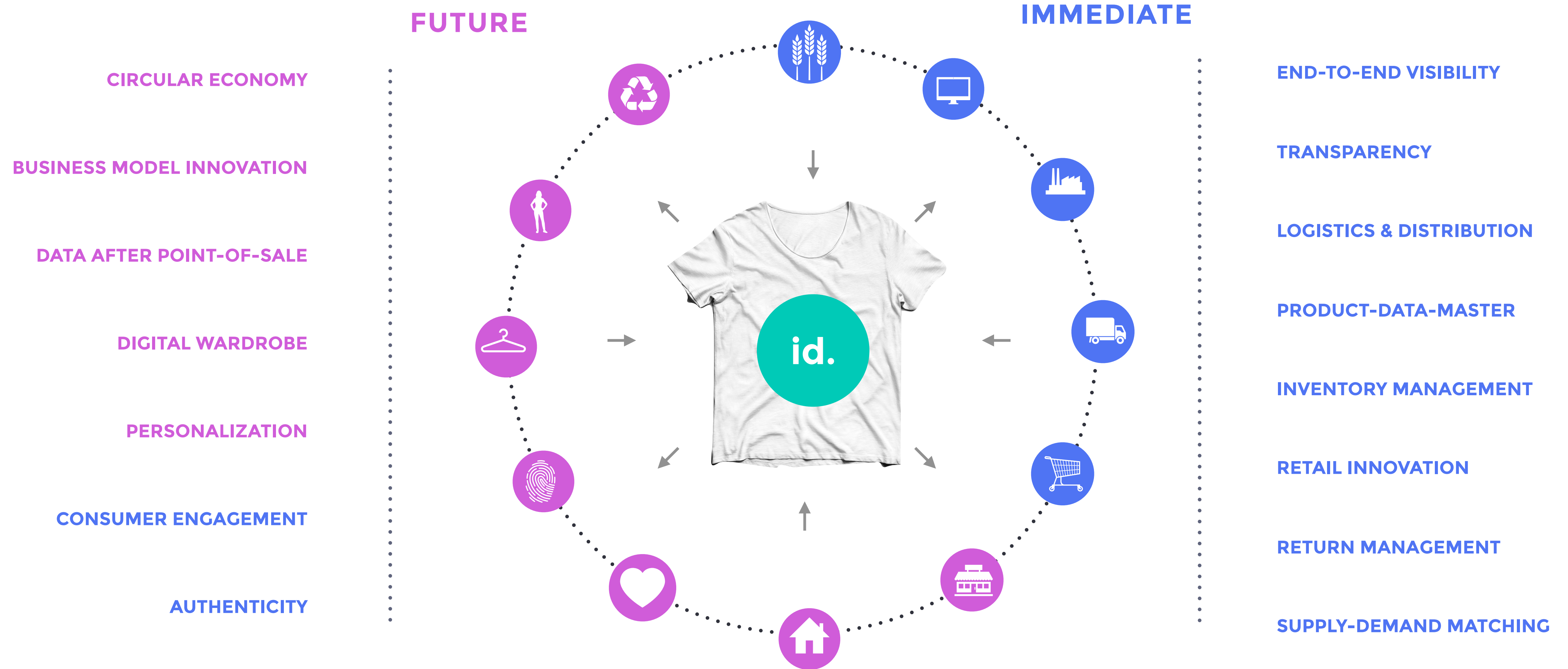centralized source of core product information

A digital 'Passport'

record of interactions with the product throughout its lifecycle

Birth Certificate

#3567

BRAND
PRODUCT
DESIGNER
MSRP

COLOR
SIZE
DESCRIPTION

shipped

recycled

shared

resold

id.

Passport

#3567

✓ JAN 12 – RESOLD

✓ FEB 16 – SHARED TODAY

✓ JUN 9 – DIGITAL WARDROBE REC.

authenticated

QR CODE   NFC   RFID

VALUE

Digital Identity unlocks value across the entire enterprise.

EXAMPLE FUNCTIONS POWERED BY DIGITAL IDENTITY

FUTURE

IMMEDIATE

CIRCULAR ECONOMY

BUSINESS MODEL INNOVATION

DATA AFTER POINT-OF-SALE

DIGITAL WARDROBE

PERSONALIZATION

CONSUMER ENGAGEMENT

AUTHENTICITY

END-TO-END VISIBILITY

TRANSPARENCY

LOGISTICS & DISTRIBUTION

PRODUCT-DATA-MASTER

INVENTORY MANAGEMENT

RETAIL INNOVATION

RETURN MANAGEMENT

SUPPLY-DEMAND MATCHING

id.

Connect Fashion is solving for interoperability*, unlocking unprecedented connectivity

by enabling the entire value chain to communicate — access, share and monetize product data.

40-60%

of the total potential economic value of the IoT ($11 Trillion) requires interoperability between IoT systems.

- McKinsey,2018

Retailer

Recycler

Brand

id.

Consumer

Reseller
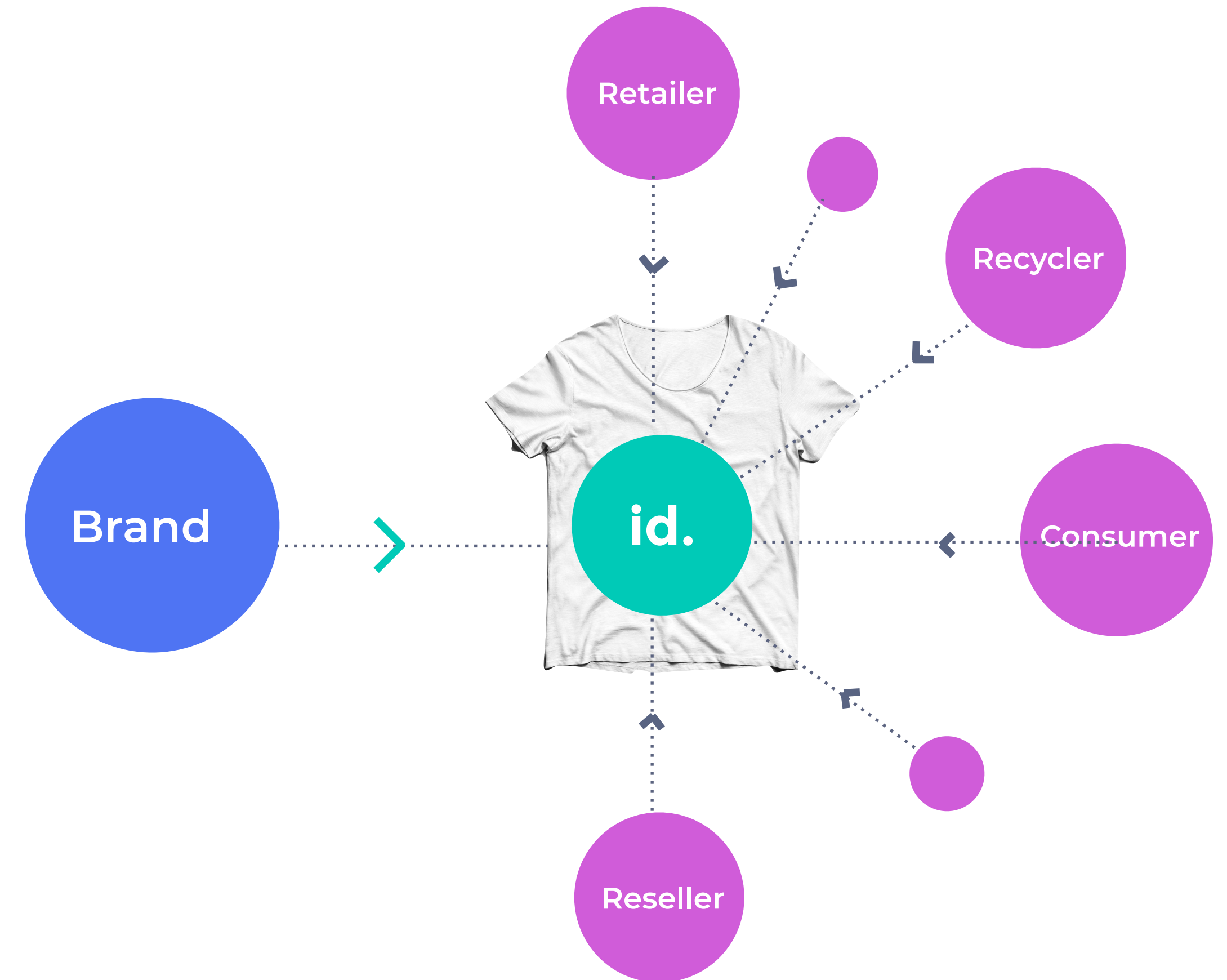
*Interoperability is the ability of different IoT systems to communicate. Without interoperability, we cannot capture the majority of the economic value from IoT.
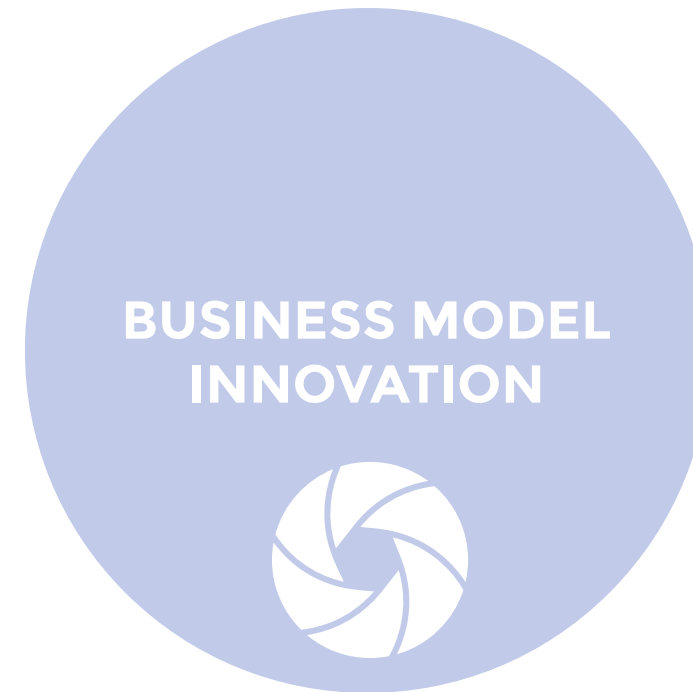
Why Digital Identity for industry now?

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ACCELERATED IoT ADOPTION

SUPPLY CHAIN & RETAIL TRANSFORMATION

BUSINESS MODEL INNOVATION

CONSUMER DATA

INDUSTRY STANDARDS

ENVIRONMENT

Accelerated IoT adoption across industry — driving by value and increased profitability delivered by IoT.

Increasingly complex global supply chains, & omni-channel demands.

Change in consumer behavior, consumption patterns & business models — resale, rental, peer-to-peer, subscription, reuse, sharing, recycling.

Growth in Consumer Identity will unlock new opportunities to connect Consumer ID to Product ID.

GS1 (Global Standard Organization) releases new standard in June 2018 — the GS1 Web URI Standard — enabling the creation of unique web-locations based on a product's GTIN.

Drive toward sustainable, transparent and circular future — new requirements from consumers & policy across industry.

Leadership Team

NATASHA FRANCK
Founder & CEO

Natasha was the Global Business Development President at Delos, a billion-dollar technology start up in sustainable real estate where she lead the expansion of WELL Building Standard globally through strategic partnerships in Asia Pacific, Europe and the Middle East. Natasha holds a BA from Georgetown University.

KATE DALY
Policy Lead
Closed Loop Partners

Kate Daly is Executive Director of the Center for the Circular Economy at Closed Loop Partners. The Center fosters pre-competitive industry collaborations and supports business acceleration and investment toward circular economy. Kate served as SVP at the NYC Economic Development Corporation, where she led innovative business development programs in manufacturing, healthcare, tech and fashion, including the Made in NY.

HANNAH KAMAIE
Business Intelligence

Hannah was Global E-Commerce Director at Inditex (Zara), where she worked on emerging technologies ——across supply chain, operations, logistics, merchandising, retail experience, data-analytics & e-commerce. Hannah holds a MBA from Insead, and a Europen law-degree (LLB) from University of Warwick.

ANNIE GULLINGSRUND
Circular Systems Lead Consultant

Annie is a globally recognized thought-leader for circular fashion. She was the Director of Textiles and Apparel at Cradle to Cradle Products Innovation Institute, where she championed the development of the Fashion Positive program. She is also author of Fashion Fibers: Designing for Sustainability.

LUKE CONNOLLY
Application Design Consultant

Luke Connolly is a creative technologist and front-end designer and developer. He has 10 year experience in design and development of web and mobile applications for startups and Fortune 500 companies. Projects and clients include — Facebook, peloton, Citibank, Supergood, Land's End and Publicis Group.
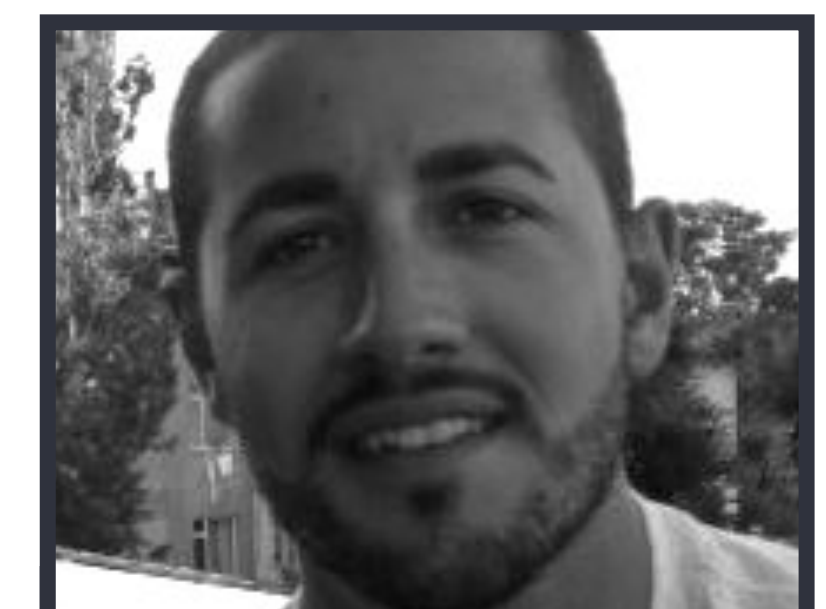
TOM MCDONALD
Project Implementation Lead

Tom was Senior Director of Engineering at ZoomSystems, where he worked in connected devices, at the intersection of hardware & software engineering across supply chain and automated retail. He's led Engineering & Product Development teams and supported tens-of-thousands of deployments for vending solutions.

Process, Timeline, Research & Action Plan

Process & Timeline

1. **Research & Synthesize**

2. **Convene & Solve**

3. **Codify, Introduce & Pilot**

4. **Knowledge Share & Future Roadmap**

December
January
February

March
April
May

June
July
August
September

October
November
December

Research & Action Plan

1. Identify new business and sustainability opportunities made possible with digital identifiers, and solutions for capturing value

2. Identify requirements, guidelines for IoT architecture for industry-wide circular solution framework

3. Identify guidelines for transparency and sustainability information encoded (material content, origin, dye process, etc)

4. Identify framework for data access, protection and privacy

5. Identify guidelines for digital identifiers

6. Establish framework for collaboration, contribution & information sharing for development process &. pilots

7. Establish strategy for solution development, scaling globally and creating open ecosystem for collaboration & participation

8. Identify policy alignment opportunities

TOGETHER TOWARD OUR CONNECTED & CIRCULAR FUTURE