Aura Blockchain Consortium launches Aura SaaS for luxury labels

By Sandra Halliday - 15 January 2022

The Aura Blockchain Consortium has announced the launch of Aura SaaS, which it says is “a game-changing cloud-based SaaS” technology. The consortium was founded by some the world’s biggest luxury names, including LVMH, Prada Group, Richemont’s Cartier, and OTB Group.

The latest launch is the first blockchain-based platform designed for high-end brands “to help the luxury industry embrace the blockchain in their day-to-day business operations”.

A blockchain is basically a secure, distributed digital database. In this case it could be crucial for tracing the provenance of luxury goods that consumers buy. The group said it should have an impact on supply chains, customer service, marketing, manufacturing, sustainability, purchasing, logistics, and legal issues.

The group said Aura SaaS will allow member brands to “quickly and easily onboard, maximising value focusing on the customer journey and digital innovation and allowing for both upstream and downstream traceability in the supply chain for consumers – making it one of the best direct to consumer offerings in the market”.

It’s particularly trying to bring smaller luxury businesses into the blockchain world and is a “no-code solution that allows for a quick and hassle-free implementation”. And with lower upfront costs, the group said the SaaS launch “will make Aura more accessible to luxury brands across the globe while strengthening the industry’s response to challenges such as counterfeiting and responsible sourcing”.

Aura SaaS will also offer various white-label front-end interfaces and web pages to easily write, read and display information from the Aura Blockchain.

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