

SUSTAINABLE BRAND PLATFORM

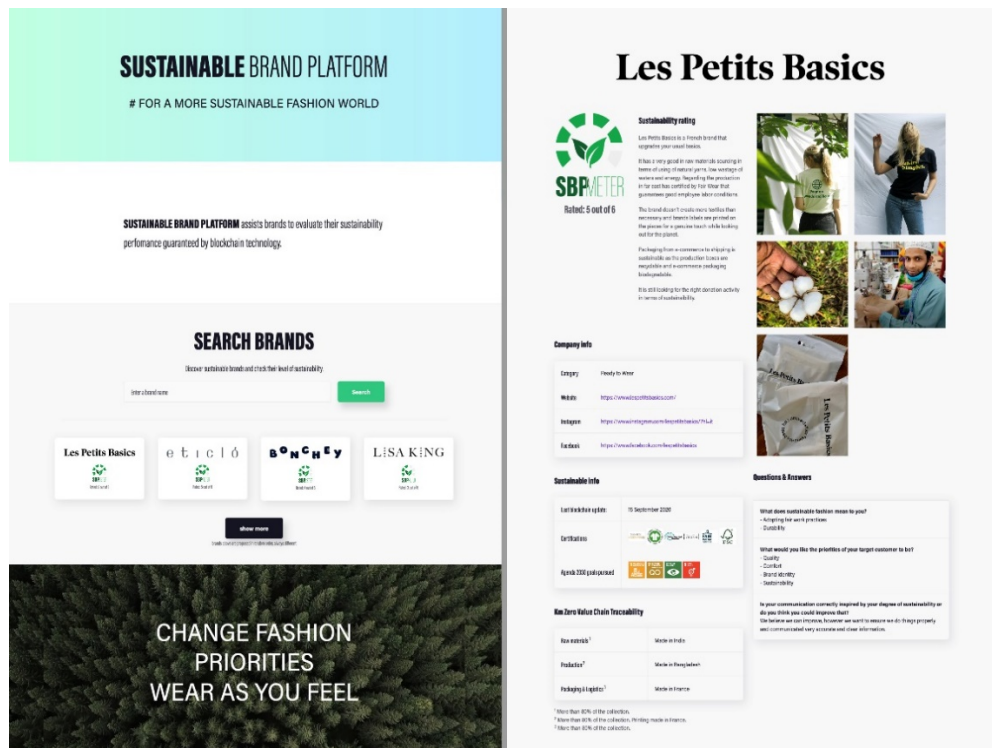
The Blockchain technology for a more Sustainable fashion supply chain

An Idee Brand Platform's project, Sustainable Brand Platform offers an environmental and ethical rating for emerging brands, connecting them with both the biggest international retailers and conscious final consumers.

Pursuing traceability and transparency has become key for the whole fashion supply chain.

For this reason, **Idee Brand Platform (IBP)**, the Italian service company focused on enhancing brands' commercial presence on the market, announces the launch of **Sustainable Brand Platform (SBP)**, a new, innovative digital platform aimed at holistically boosting sustainable processes and contests within the fashion industry.

- Website: <https://sustainable.ideebrandplatform.com/>



Aware that the fashion system operates through outdated practices and that nowadays the concept of profit must take in consideration ethics and must be focused on generating a positive impact on society, Idee Brand Platform reflects the desire of a new generation of entrepreneurs to rewrite the established rules and create a more sustainable environment featuring a better balance between market needs and environmental and social responsibility.

In particular, through the application of the blockchain technology, which offers ultimate transparency, reliability and trustworthiness, Sustainable Brand Platform, aware of the new environmental and social challenges that brands have to face, offers an analytical rating for international emerging labels. In particular, it rates their commitment and results in terms of sustainability and social corporate responsibility by examining the different phases of their value chain, including the sourcing of raw materials, production processes, packaging and logistics, as well as the company's "giving back" strategy and charity commitment.



Sustainable Brand Platform's rating, resulting in a rewarding algorithm, takes in consideration objective and transparent elements, in particular the number of **international certifications** obtained by each brand, which are combined with qualitative features, such as the concept of **ZERO KILOMETER**, rewarding those productive and distributive processes with a short supply chain.

In addition, each brand rated by Sustainable Brand Platform will have the opportunity to highlight those sustainable development goals, listed in the AGENDA 2030, that it expects to reach and those will be included in the blockchain to guarantee full transparency.

Through Sustainable Brand Platform, brands have the chance to monitor and continuously improve their performances in terms of sustainability, enhancing, at the same time, their visibility to global retailers and conscious consumers.

The support offered to brands is amplified by the activities of Idee Brand Platform, which operates **Tora Tora**, the physical and digital showroom focused on the promotion and development of highly creative emerging labels. Working to enhance the talent of young creatives from around the world and to offer them equal working opportunities, Idee Brand Platform has the ultimate goal to create an ecosystem of sustainable products combining aesthetic and quality, which are designed and developed to last longer generating a less negative impact on the environment.

Idee Brand Platform offers a service of global scouting targeting those **international buyers**, which want to guarantee their consumers a more sustainable product offering but which cannot renounce high quality and impeccable deliveries.

At the same time, through Sustainable Brand Platform, **independent brands** can both enhance their commitment to sustainability and find a partner able to support their industrial and commercial development, while **final consumers**, who are getting more and more attentive to collective and environmental well-being, will have the chance to discover new labels and products, certified by Idee Brand Platform's blockchain-based platform.

ABOUT OUR COMPANY

Idee Brand Platform

Established in 2019 by Claudio Delunas and Alex Albini, Idee Brand Platform is an integrated service company supporting international fashion and design brands in the development of merchandising and commercial strategies. A spin-off of Idee Partners, an industrial platform developing and producing Made in Italy leather goods and footwear, Idee Brand Platform, which is based in Scandicci, operates the physical showroom Tora Tora in Milan and Paris, as well as a digital showroom promoting emerging labels. In September 2020, Idee Brand Platform launched Sustainable Brand Platform, an innovative platform that, through the blockchain technology, provides environmental and ethical ratings for fashion brands by combining objective and qualitative elements.

Alex Albini - Founder e CEO, Idee Brand Platform.

An economics graduated from Milan's Luigi Bocconi University, Alex Albini matured a ten-year experience in different entrepreneurial sectors. He is partner of Roy Srl, a company operating in the entertainment and event industry. In the fashion industry, he worked for Marc Jacobs and the LVMH group, before joining Idee Partners, where he covered several roles, including CFO & Business Developer. In 2019, he was named Chief Executive Officer of Idee Brand Platform.