NFT specialist Arianee raises €20 million, welcomes Tiger Global as shareholder

By Matthieu Guinebault - 11 May 2022

Arianee, a digital product certification platform, has raised €20 million in Series A funding led by Tiger Global and including new investors such as Commerce Ventures, the Motier Ventures fund (launched by the Moulin-Houzé family of Galeries Lafayette) and former CEO of Jimmy Choo, Pierre Denis.

The company stated that this capital injection will enable it to strengthen its teams in New York.

Arianee had already raised €8 million in March 2021. For this new funding round, the company received support from existing investors such as Bpifrance, Isai, Cygni Labs and Noia Capital.

In addition to the entry into the capital of the investment fund owned by the Moulin-Houzé family and Commerce Ventures, which has already invested in Rocket Internet, Shoptalk, Syte and Trove, Tiger Global's large investment into Arianee was especially noteworthy.

The American fund multiplied its investments in the fashion and luxury sector, notably in Vestiaire Collective, Goat Brand Labs, the Roposo platform, the Indian website Flipkart and the Chinese brand Shein. Other important investments include Linkedin, Meta (formerly Facebook), ClickUp and Peloton.

"We are delighted to welcome one of the world's most influential investors and to retain the trust of our existing partners," said Pierre-Nicolas Hurstel, CEO and co-founder of Arianee.

"Web3 is eating the world and we believe that brands can leverage this revolution to regain control of their digital presence. We also want to build for each and every user and not just for a minority. This requires robust and seamless tools and interfaces allowing communities to move from one world to another, from physical to digital to immersive."

Arianee is part of an association of brands under the French Act of 1901 that uses blockchain technology to create digital passports associated with physical products. These NFTs act as proof of authenticity for owners in the second-hand market.
The secure, decentralized and 'GAFA (Google, Apple, Facebook and Amazon) independent' system has brought together several major names in the fashion and luxury industry such as Richemont, Printemps, Breitling, Vacheron Constantin and Paris Fashion Week, as well as players such as IBM and The Sandbox metaverse.

Launched in 2018, the Arianee project took shape in 2020 with the deployment of its SaaS (Software-as-a-Service) platform. A year ago, the digital certification system announced a partnership with the European agency Emakina, a specialist in user experience management.

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