OriginTag

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Executive Summary

Redefining Transparency & Trust in High Fashion



SERV 431
Senior Thesis
Professor Kwela Hermanns

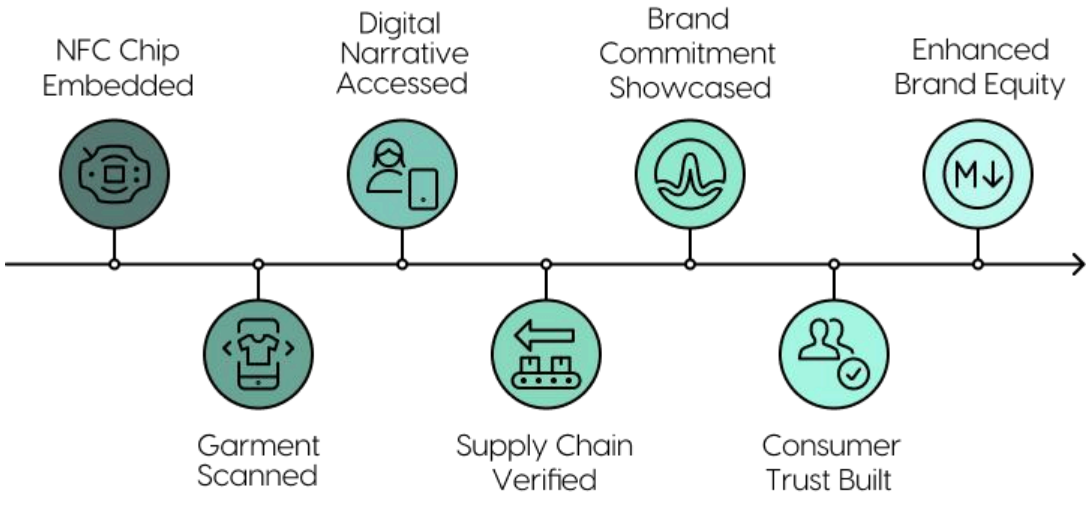
INTRODUCTION

OriginTag is an NFC-enabled tracking system and mobile application designed to bring transparency, trust, and storytelling to the luxury fashion industry. It offers a seamless, tech-integrated solution that allows users to scan garments and unlock a verified, step-by-step digital narrative of the product's sourcing journey, from raw materials to certified production and final sale.

Within the fashion landscape where claims of ethics, sustainability, and craft are increasingly common, but difficult to verify, OriginTag acts as a bridge between brand intention and consumer proof. Each garment is embedded with a discreet, waterproof NFC chip stitched beside the clothing label. When scanned using a smartphone or linked through a unique QR code, the consumer gains instant access to a secure, cloud-based profile containing documentation from verified supply chain partners, ethical certifications, and origin details.

Beyond product data, OriginTag is designed to serve both brands and consumers. For brands, it offers a competitive edge by making their commitment to quality and ethical sourcing tangible and traceable. This strengthens brand equity, fosters consumer trust, and opens new channels for storytelling and post-sale engagement. For consumers, particularly those in the growing high end fashion segment, OriginTag meets the desire for both authenticity and emotional connection. Consumers can now see where their garments were grown, who dyed and assembled them, and what values and standards the brand upholds.

By aligning with the shifting expectations of luxury buyers who value both exclusivity and ethics, OriginTag modernizes the garment experience. It doesn't just help brands tell stories, it turns those stories into proof consumers can access, trust, and share. In doing so, it addresses a critical need in today's fashion ecosystem: transparent value communication that is both elegant and verifiable.



PROBLEM STATEMENT

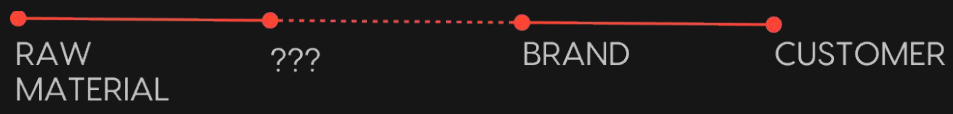
Despite rising consumer awareness around sustainability and ethics, the luxury fashion industry continues to suffer from a lack of verifiable transparency. Brands struggle to effectively communicate sourcing information in a clear, credible, and engaging way. Meanwhile, consumers—especially those paying premium prices, are often left unaware of how their garments were made or whether the product aligns with their values. This gap leads to a loss in brand trust, reduces post-sale engagement, and impacts long-term consumer loyalty.

The Problem OriginTag Solves

Luxury fashion brands often struggle to effectively communicate the ethical and sustainable values behind their products. Consumers are left in the dark about where and how their garments are made. OriginTag solves this by providing verified, transparent supply chain data in a format that's intuitive, accessible, and emotionally engaging.

JOURNEY MAPPING

Today's Journey



Ideal Journey



UNDERSTANDING THE MARKET

Target Market and Beneficiaries

OriginTag is designed for the new generation of luxury consumers—primarily Gen Z and Millennials—who invest in high-end fashion from brands like Rick Owens, Prada, Somar, and Carol Christian Poell. These fashion enthusiasts value more than just aesthetics; they seek rarity, design integrity, and ethical production. Influenced by platforms like TikTok and Instagram, this audience is reshaping the luxury landscape with a demand for transparency and values-aligned purchases.

In addition to end consumers, OriginTag benefits a broader ecosystem. Sustainable and avant-garde fashion brands can use OriginTag to showcase ethical sourcing and differentiate themselves in a crowded market. Resellers and archivists gain access to verified garment histories, adding value to secondary sales. Even supply chain partners—such as mills, dye houses, and ethical manufacturers—receive visibility and credibility by contributing verified data, creating a mutually reinforcing network of trust.

Market Gap

While high-end fashion boasts craftsmanship and heritage, consumers are often in the dark about sourcing practices. Issues such as greenwashing, unethical labor, and vague supply chain claims have created a trust gap. OriginTag directly addresses this gap by offering a traceable, verifiable experience that builds confidence in luxury purchases.

Demographics

Age Range: 18-45 Years

Income: Middle to High

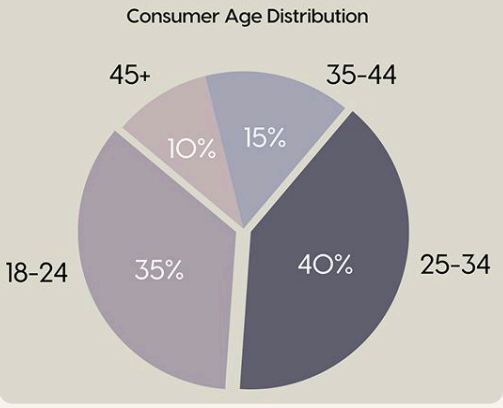
Geographical Focus: Urban Areas with high fashion engagement

https://straitsresearch.com/report/luxury-fashion-market?

Psychographics

- Fashion enthusiasts who view luxury fashion as a hobby
- People who value exclusivity, craftsmanship, and ethical production
- Younger demographics influenced by social media trends and online communities

https://www.imarcgroup.com/luxury-fashion-market?



https://www.statista.com/statistics/1063199/millennials-share-of-the-global-luxury-goods-market

Recent data from Vogue Business and The Sustainable Fashion Forum show that consumers are increasingly prioritizing traceability and ethics in fashion. According to a survey by Vogue Business, younger luxury buyers (under 35) are more likely to switch brands based on transparency.

MARKET ANALYSIS

With younger luxury buyers (under 40) making up over 60% of new purchases and placing greater emphasis on values, transparency is no longer optional—it's expected. Social media virality, resale culture, and increasing awareness of ethical fashion practices all point toward the need for tools like OriginTag. Platforms such as Vestiaire Collective and Grailed have normalized luxury resale, and consumers demand authenticity and traceability before investing.

According to a McKinsey report, 67% of consumers consider the sourcing of materials before purchase, and the global luxury resale market is projected to reach $51B by 2026. These shifts present a clear opportunity for value-driven digital products to emerge

Opportunities for Growth

Market size in 2023

245.5 Billion USD

Compound annual growth rate (2024-2032)

5.8%

Market size in 2039

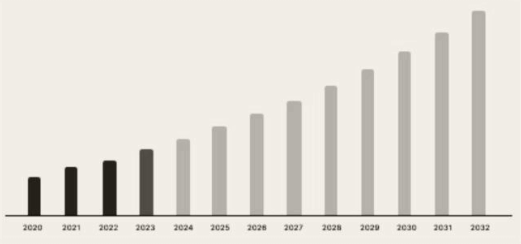
410.56 Billion USD

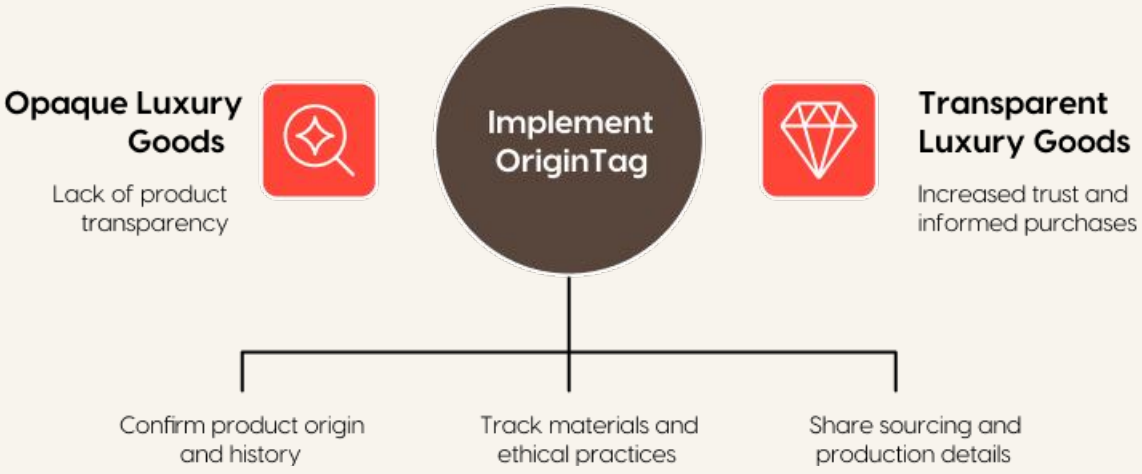
Market Size

The global luxury fashion market is projected to reach USD 410.6 billion by 2032, growing at a CAGR of 5.8% from 2024 to 2032. (straitsresearch.com)

Trends

- Increasing demand for transparency and ethical production in fashion
- Growth of online platforms and social media influencing purchasing decisions





COMPETITOR ANALYSIS

As the luxury fashion industry evolves to meet growing consumer demand for ethics and transparency, a wave of traceability platforms has entered the market. However, many of these existing tools prioritize backend compliance over consumer experience. For OriginTag, the goal is not just to track, but to tell. In a space filled with technical verifiers, OriginTag sets itself apart by transforming traceability into something emotionally engaging and brand-elevating. Through seamless integration of verified sourcing data and immersive storytelling, OriginTag bridges a crucial gap between transparency and trust, giving both brands and consumers a tool that enhances value – not just proves it.

Competitive Landscape

OriginTag enters a space currently populated by competitors such as FibreTrace, EON, TrusTrace, and Certilogo. These platforms offer backend traceability and supply chain visibility, but are largely B2B-focused with minimal consumer interaction. Their solutions tend to emphasize data security and certification tracking without creating an emotional or engaging post-sale experience.

Market research and expert interviews have revealed that while consumers want assurance of ethical sourcing, they also crave a connection to the story behind their garments. This is where OriginTag stands out–by bridging authenticated sourcing data with immersive, app-based storytelling. Through field testing and user feedback, we confirmed that users respond strongly to interactive experiences that feel both premium and personal.

STRENGTHS

- Builds customer trust
- Differentiates brands
- Real-time verification
- Proof of authentic ethically sourced materials & process
- Supports storytelling

WEAKNESSES

- Requires multi-stakeholder adoption
- Implementation costs
- Digital divide for small suppliers
- Data prices concerns
- Added cost

NFC-ENABLED ETHICAL SOURCING SERVICE

OPPORTUNITIES

- Growing demand for transparency
- New regulatory incentives
- Consumer education and loyalty
- Cross-industry partnerships

THREATS

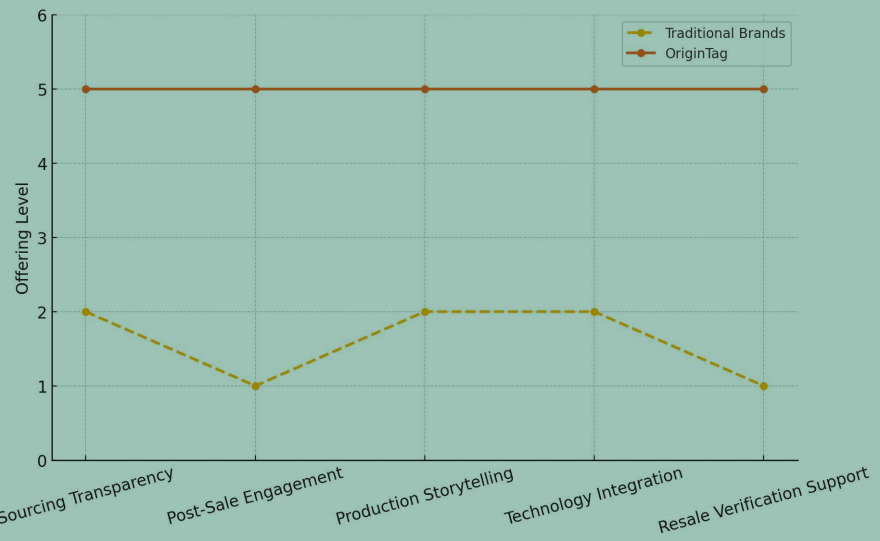
- Industry inertia
- "Greenwashing" backlash
- Fast fashion imitation
- Technology misuse

Unique Value Proposition

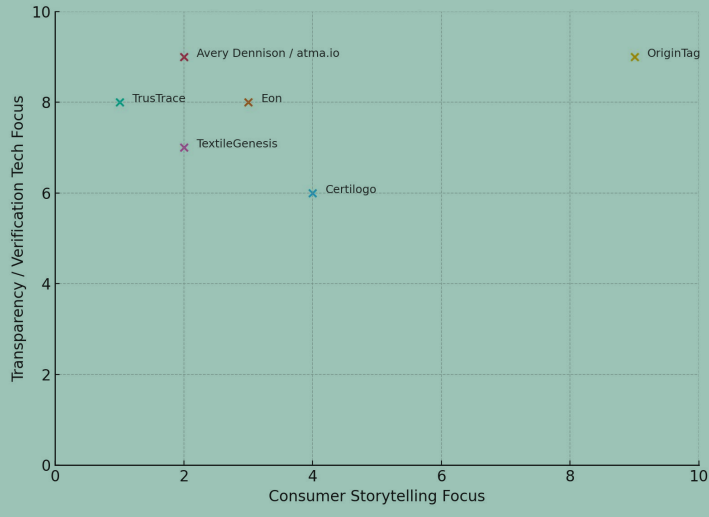
OriginTag's core strength lies in transforming technical traceability into emotionally resonant narratives. Unlike traditional traceability platforms, OriginTag operates as a hybrid B2B2C solution: brands benefit from backend integration, while consumers engage with a sleek, UX-forward mobile app. Each garment includes dual access points (NFC and QR) and opens a rich visual journey—from material sourcing to ethical labor credentials, to final delivery.

This 'Scan-to-Story' approach makes every garment both verifiable and meaningful, offering fashion consumers something competitors do not: transparency with soul.
Insert Visual: Blue Ocean Strategy Canvas (Position OriginTag on emotional storytelling + consumer interaction axes)

Blue Ocean Strategy



Positioning Map

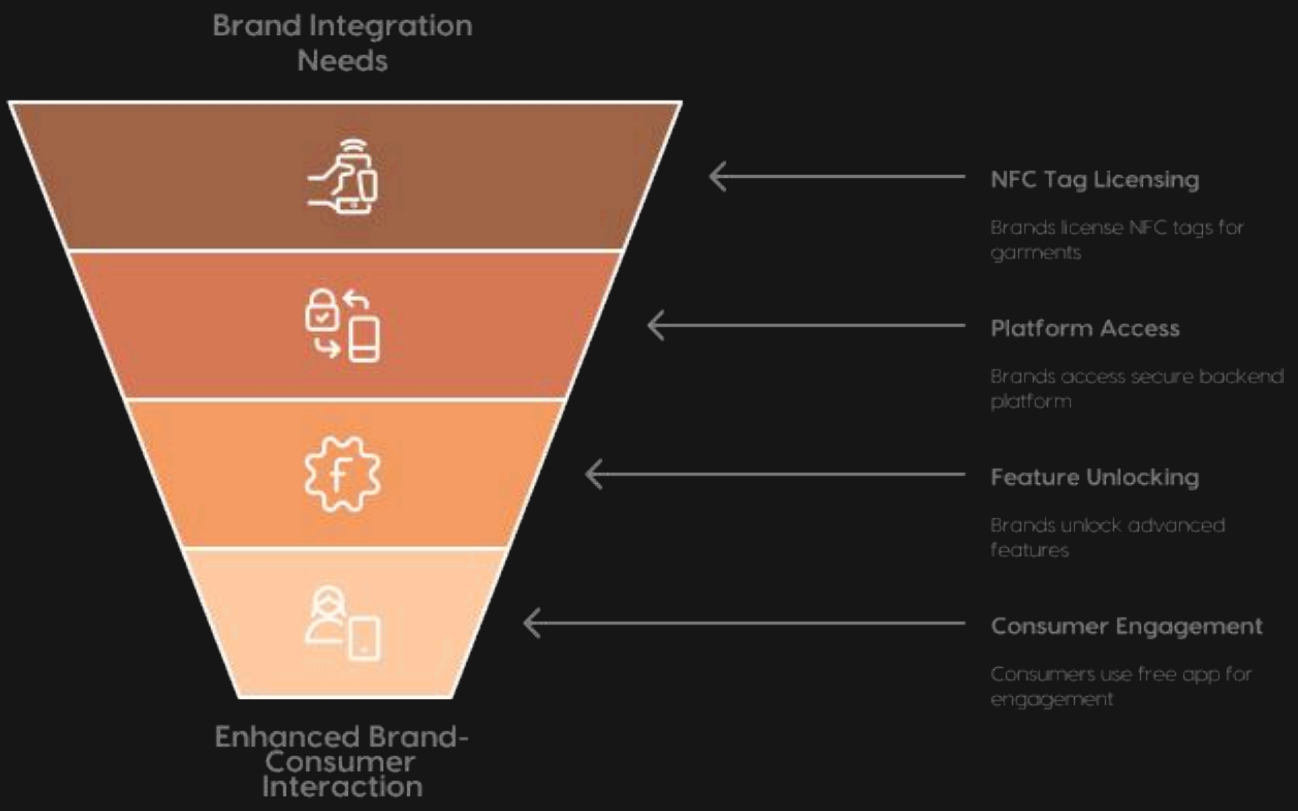


PRICING STRATEGY

OriginTag operates under a tiered B2B2C pricing model designed to scale with brand size and integration needs. Fashion brands will license NFC tag usage and gain access to our secure backend platform, with pricing based on usage volume, number of garments, and desired features. Smaller brands can begin with a starter package that includes basic storytelling tools and a limited number of garment entries, while premium clients will unlock advanced analytics, API integration, white-labeling, and resale authentication capabilities.

For consumers, the app is entirely free to use, enabling wide accessibility and post-purchase engagement. In future iterations, optional subscription tiers may offer personalized wardrobe tracking, sustainability impact summaries, and exclusive content. This hybrid pricing model ensures that OriginTag is both commercially viable for brands and frictionless for fashion-forward consumers.

PRICING MODEL FUNNEL



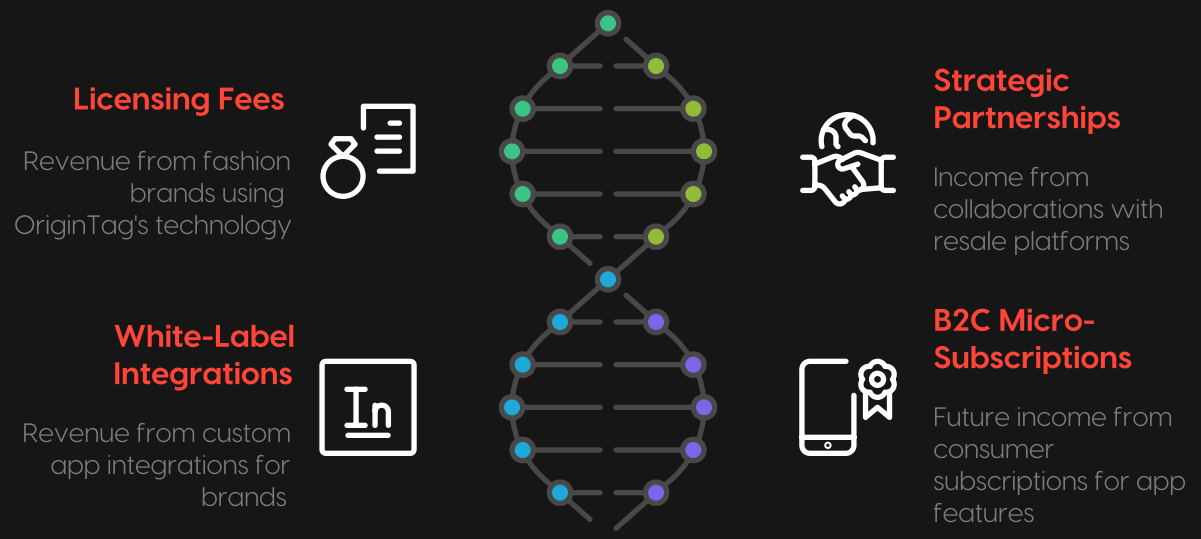
BUSINESS MODEL OVERVIEW

OriginTag operates under a scalable SaaS business model serving fashion brands and indirectly benefitting consumers. Revenue streams include:

- Licensing fees from fashion brands (tiered based on product volume)
- Strategic partnerships with resale platforms
- White-label app integrations for boutique and legacy brands
- Future B2C micro-subscriptions for garment tracking, wardrobe features, and community content.

By positioning ourselves as an integrated storytelling and verification layer in the supply chain, OriginTag serves both as technology infrastructure and a marketing asset.

REVENUE STREAMS



INTELLECTUAL PROPERTY DEVELOPMENT

To protect and differentiate our offering, OriginTag will develop IP across hardware, software, and user experience layers:
- Patent filings for the garment-embedded NFC tagging method and read-only encryption mechanism
- Trademark registration for the 'OriginTag' brand, logo, and slogan ('Tap into Trust')
- Copyright protection for app UI/UX design and storytelling content system

In addition, we are building a proprietary backend system that integrates verified supplier uploads and certification validation, creating long-term defensibility.

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