



End-to-End  
Traceability shaping  
smarter Journeys.

Temera, a Beontag company, has established itself as a trusted leader in product traceability and serialisation for the world's top fashion and luxury brands. By leveraging a range of IoT and blockchain technologies, Temera's solutions provide full visibility across a product's life cycle - including raw material sourcing, production, logistics, distribution, inventory management, sales, after-sales, upcycling, and end-of-life processes.

Temera was founded in Italy in 2009, and became part of Beontag in 2022. Beontag is a global business enabler that serves as one of the world's leading providers of IoT solutions and graphic and label materials. With operations in more than 15 countries and a footprint in over 40 markets, the multinational company offers end-to-end product capabilities for a range of industries and businesses, driving seamless communication between companies, products, and people.

**Temera**

**+200**

**Projects delivered**

**+100**

**Employees**

**Present in**

**+5 Countries**

**beontag**

**22**

**Industrial facilities**

**+2100**

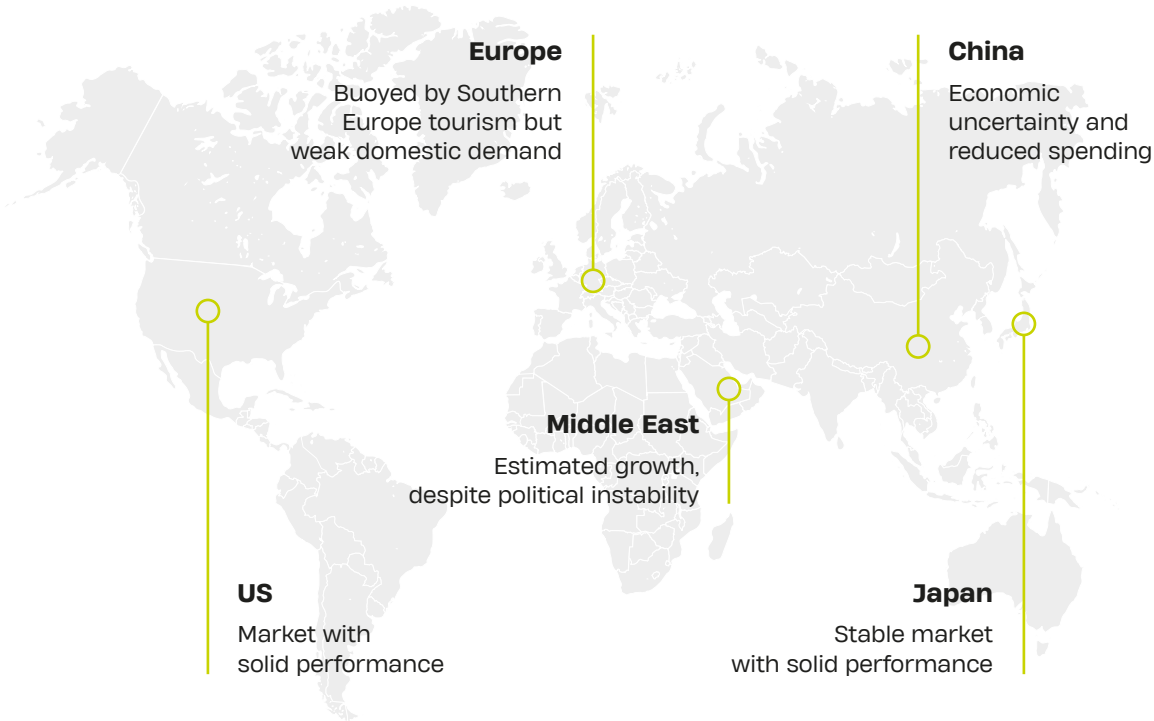
**Employees**

**Present in**

**+40 Countries**

# Luxury Trends.

Market trend data from  
a joint research with **Deloitte.**



- **Hospitality**
- **Jewelry**
- **Cosmetics**

Growing areas.

- **Recovery in travel**
- **Emerging markets demand**

Opportunities.

- **Geopolitical tensions**
- **Weakened purchasing power**

Challenges.

## Customer Trends

### Declining customer base

- Over 50 million consumers lost in two years, with a significant drop among younger buyers
- Younger generations are reassessing their luxury spending priorities

### Market polarization

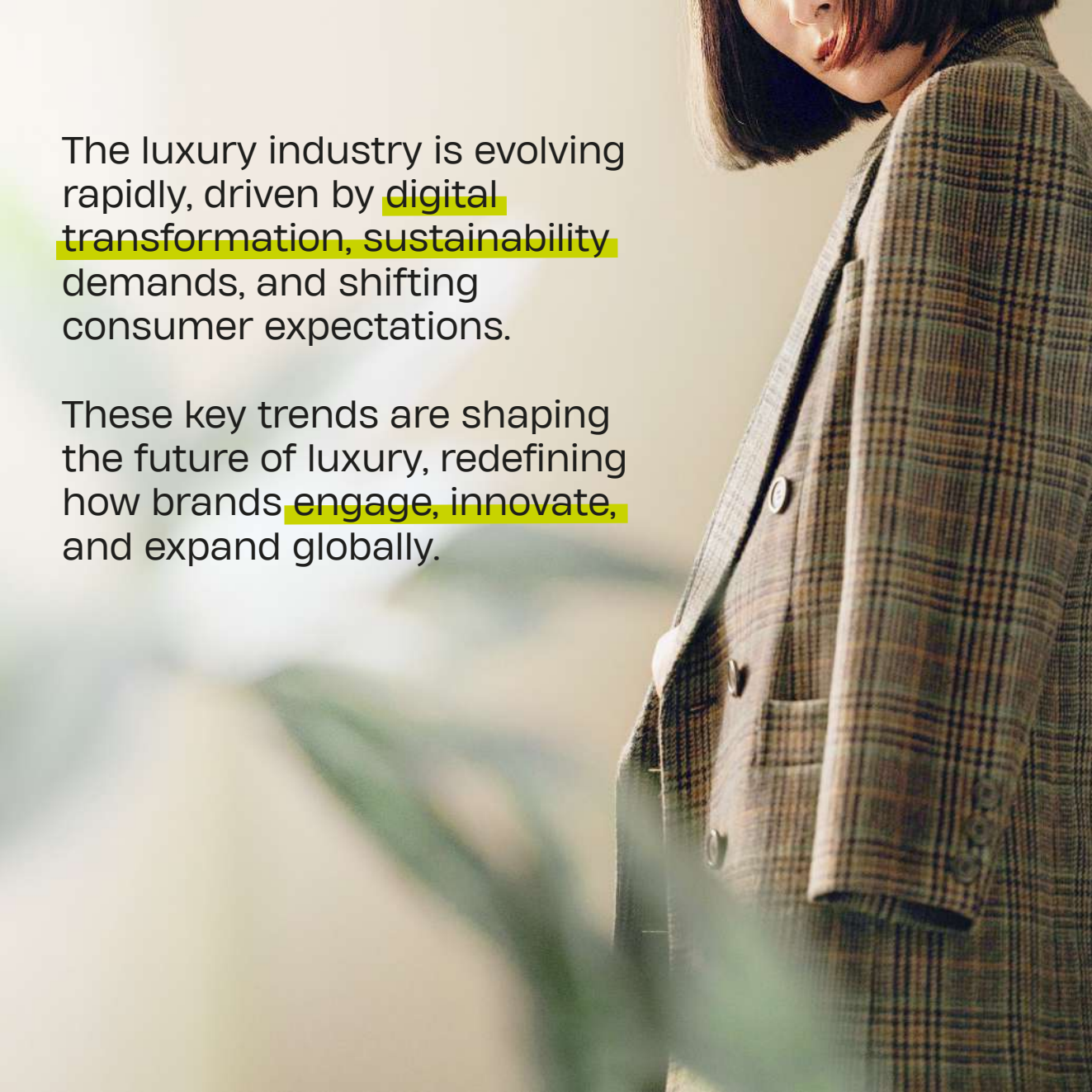
- High-net-worth individuals (HNWI) continue to drive demand, while middle-tier aspirational consumers face increasing challenges
- The widening gap in purchasing power is reshaping brand strategies

### Shifting spending priorities among young consumers

- Younger generations are cutting back on traditional luxury purchases, opting for more value-driven alternatives
- There is a rising demand for second-hand products, sustainability and more conscious spending

### Declining customer loyalty

- Customer advocacy is weakening, with growing dissatisfaction toward luxury brands
- Brands must decode new trust drivers to regain consumer confidence

A woman with short dark hair is shown from the chest up, wearing a brown and green plaid blazer. She is looking down and to the right. The background is a soft-focus outdoor setting with green foliage.

The luxury industry is evolving rapidly, driven by **digital transformation, sustainability demands, and shifting consumer expectations.**

These key trends are shaping the future of luxury, redefining how brands **engage, innovate, and expand globally.**

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01

**Brands engage with customers across channels**

Luxury brands are harnessing new platforms and marketing trends to connect with customers. Authenticity, personalization, and interactivity are crucial for driving loyalty in this competitive market.

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02

**Tech innovations are transforming luxury**

Tech advancements are transforming how Luxury brands create, and consumers engage. AR/VR, AI/GenAI, ML, etc. are enabling brands to enhance their offerings, experiences, and stay ahead of trends.

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03

**Sustainability influencing the product lifecycle**

Consumers are demanding increased transparency and eco-friendly practices. Luxury brands are pursuing sustainable initiatives to align with consumer values and drive innovation.

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04

**Emerging markets are making a big play**

Luxury brands are navigating dynamic global markets and changing consumer behaviors. Understanding international dynamics and cultural nuances is essential for continued success.

# Stylewhere.

## The Lifecycle Traceability Suite

Stylewhere is a comprehensive **end-to-end** traceability platform designed to ensure **transparency, efficiency, and compliance** across the entire fashion supply chain.

It serves as a **centralized hub**, integrating data **from raw material sourcing to final product distribution and waste management**, enabling brands to optimize operations, verify sustainability efforts, and enhance consumer trust.

Each **module** of Stylewhere focuses on a **specific stage of the product lifecycle**, providing tailored solutions for traceability, compliance, logistics, retail, aftersales, and sustainability.

### Technologies enabling traceability



RFID



NFC



QR Code





The  
Modules.



## Raw Material Data Sourcing & Compliance

### Key Features

- Supplier onboarding & mapping
- Certificate repository & automated requests
- Batch declaration via dynamic questionnaires
- Masterdata management for raw material compositions

### Key Benefits

- Simplified compliance processes
  - Real-time procurement visibility
  - Automated data entry & reporting
  - Strengthened sustainability and ethical sourcing
- 



## Product Serialisation and Production Monitoring

### Key Features

- Unique product identification (EPC/UID)
- RFID & barcode-based tracking
- Production milestone monitoring
- Integrated quality control module

### Key Benefits

- Anti-counterfeiting & black market prevention
  - Digital twin creation for supply chain analysis
  - Real-time production KPIs & lead-time control
  - Predictive quality analysis & defect tracking
- 



## Warehouse Flows Optimization & Grey Market Control

### Key Features

- UHF RFID for receiving, shipping & ASNs
- WMS integration & tally list management
- Real-time stock movement tracking

### Key Benefits

- Reduced distribution fraud & grey market control
- Faster and more accurate inventory management
- Increased warehouse efficiency & stock visibility



## Store Operations Empowerment

### Key Features

- RFID-driven inbound & outbound tracking
- Automated inventory & zoning
- Store-level product positioning

### Key Benefits

- High stock accuracy
  - Faster inventory audits & restocking
  - Optimized product placement & in-store navigation
- 



## Digital Warranty & Customer Engagement

### Key Features

- Automatic warranty activation at purchase
- Product authentication & proof of ownership
- Marketing campaign integration

### Key Benefits

- Enhanced post-purchase experience
  - Increased trust & product authenticity
  - New business opportunities (personalized services, loyalty programs)
- 



## Waste Management

### Key Features

- Accurate waste monitoring
- Centralized data management for audits and certifications
- Sustainable disposal tracking

### Key Benefits

- Reduced waste & inefficiencies
- Enhanced brand reputation for sustainability

# Enabling Digital Product Passport.

## Project goals

- **Full Visibility:** Provide a solution that ensures complete transparency on raw materials, composition, and certifications.
- **Supply Chain Traceability:** grant visibility across the supply chain (through PLM).
- **User Experience:** Deliver a user-friendly digital experience that allows consumers to instantly retrieve verified product data.

## Implementation

- QR codes applied to FW25 collection products (Ready-to-Wear, Shoes, Leather Goods).
- Each QR code links to a multilingual DPP with verified data on materials, sustainability, and supply chain.

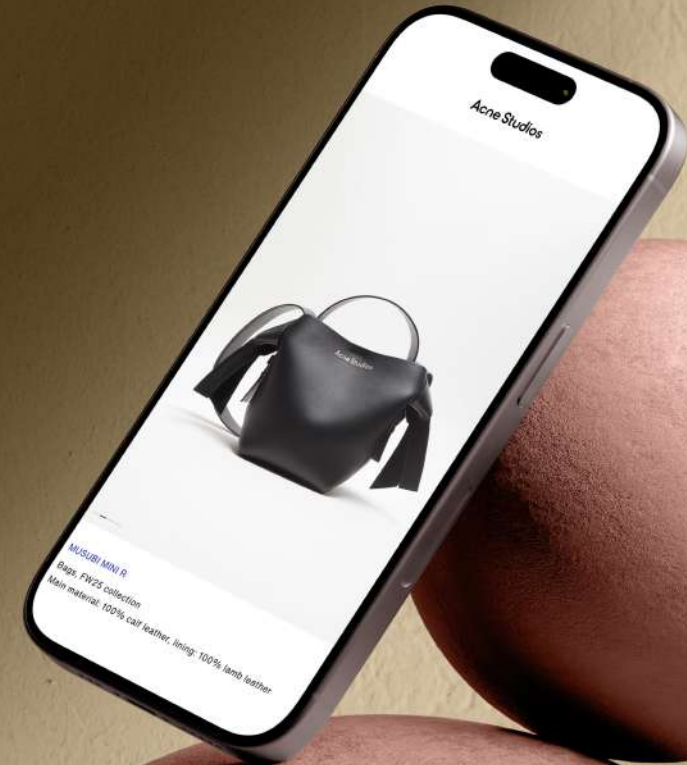
## Technologies

- QR codes integration
- T.journey
- Blue Bite DPP Experience Studio

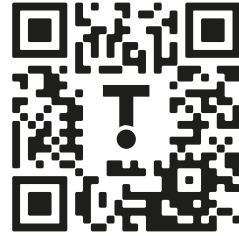
## Impact & Benefits

- Enhanced Transparency & Traceability
- Regulatory Readiness
- Consumer Engagement
- Sustainability Leadership
- Industry Benchmark

Temera for Acne Studios



# Enabling Tod's Passport.



Read the QR Code to  
discover the Digital  
Product Passport

## Project goals

- Creation of a Digital Product Passport
- Certified Transparency
- Product Authentication
- Product Ownership
- Customer Engagement
- CRM Empowerment

## Implementation

- Through the insertion of an NFC tag, each product is associated to its digital twin
- T.journey platform provides digital experiences built on product primary data
- Blockchain integration ensures certifications and reliability of value chain events

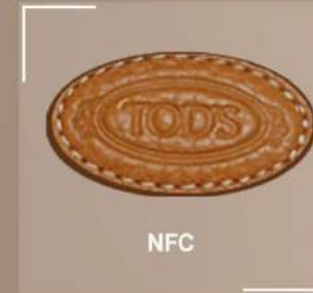
## Technologies

- NFC TAG
- T.journey
- Blockchain

## Impact & Benefits

- Growth in Brand Awareness
- Transparency and Risk management
- Preventive Reputability
- Elevate awareness, understanding of client habits
- Customer Delight
- Counterfeit & Grey Market control

Temera for 



NFC





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