

Fashionphile Divulges VIP Authentication Secrets

Real or fake? This handbag authentication class tells all. BY KALEY ROSHITSH



Fashionphile's senior authentication manager Laura Chavez.

Unlike many resale businesses, Fashionphile's approach to authentication is no secret.

For the first time, the reseller held a training demo at its New York City distribution center, where media and special guests could experience a VIP authentication "class" with Fashionphile.

Fashionphile University is the digital training platform the reseller uses to educate every authentication specialist. It is free to use for anyone and available as an app. Every authentication experience builds the repertoire of information the team uses to authenticate luxury handbags. There are six stages of training, from specialist to master authenticator. Every bag at Fashionphile is examined by at least two people. Typically, trainees are overseen for at least two years.

Louis Vuitton is the most popular on Fashionphile, and thus the starting ranks for trainees. From there, they can graduate to Chanel and work up to Hermès. In the class held last week, the specialist guided guests through identification steps, examining details like

letters, date, code, hardware, engravings, lining, construction and weight. The specialists are armed with tools akin to a dentist's mirror and flashlight for getting up close and personal.

Starting with the basics, Louis Vuitton's signature lettering is distinguished by an exaggerated "O" and sharp pointed "V" in sans-serif font. From 1982 to 1988, LV bags had two date code formats, "Year Year, Month, Factory" and "Factory, Year Year, Month." That changed in 1989 and again in 1991, 2007 and 2021, per Fashionphile's notes.

Hardware is another important aspect, if not the starting place for authenticators. For Louis Vuitton, hardware shouldn't be overly polished. Other obvious giveaways include padded straps for post-2015 editions of the Audrey Hepburn-inspired "Speedy." Though it seems obvious, glaring red or neon stitching poking through is a red flag for LV bags.

"Our integrity is everything," senior authentication manager Laura Chavez said during the class. "We use all of our senses when authenticating – except taste."

If Fashionphile ever messes up an authentication (which is the equivalent of scandal in the resale world), the brand will compensate buyers with a gift card and confiscate the bag. The bag is banished to the handbag "graveyard," which is a repository of fakes. Chavez said the business would never "destroy the bag" except dissection for learning purposes.

Positive Luxury Looks to Speed Net-zero Adoption

Certification agencies are linking arms for luxury compliance.

BY KALEY ROSHITSH

Tuesday, luxury certification mark provider Positive Luxury announced a new partnership with 51toCarbonZero, a climate success platform.

The emphasis in the partnership is to help the luxury industry set, accelerate and achieve net-zero emissions goals per the companies. This partnership is said to equip luxury businesses with added climate tools, services and expertise to take compliance to new heights.

Today, less than 2 percent of companies have a verified net-zero target, per the Fashion Industry Charter for Climate Change. Industry awareness for dialing down Scope 3 (or indirect) emissions is growing, yet only a handful of companies have cut this portion in any significance.

The hope, per Positive Luxury's co-chief executive officer Amy Nelson-Bennett, is to provide an ambitious commitment beyond compliance. "Just like Positive Luxury's Butterfly methodology and services, this partnership is not just about depth and scope of measurement. 51toCarbonZero provides a dynamic live dashboard and together we help global companies create accountable transition plans, and take real action to accelerate reduction in their carbon emissions – as opposed to offsetting."

Partners look to help luxury firms reduce reporting time, better analyze data for decision-making and fine-tune

compliance. Tools span a carbon footprint measurement platform, complete with an emissions factors database and carbon calculators.

Positive Luxury currently counts 170 organizations with or undergoing its Butterfly Mark certification process. Positive Luxury is in talks with 10 clients who are interested in taking their assessments further under the new partnership. Last year, Positive Luxury introduced the new Connected Butterfly Mark which is one iteration of a digital product passport. Brands can plug in information from their sustainability journey so consumers can access it via a QR code.

Already, 51toCarbonZero works with consultants like Kearney. Similar to B Lab and Positive Luxury, the organization awards certifications (the "Climate Hero" badge) after detailed assessment. To note, certifications still

have to be proven and verifiable under the European Commission's upcoming policy.

"Positive Luxury is backed by [British Standards Institution] to ensure our product is based on the diligence of the ISO management system standard," Nelson-Bennett said. "Therefore, our climate approach is based on ISO 14001, 14064 and 5001. 51toCarbon is aligned with [Task Force on Climate-related Financial Disclosures] and prepares any to report under this framework as well, and other reporting options include SBT's, CDP and SECR."

In this latest partnership, Nelson-Bennett underscored the potential to "create real change and transform luxury for the good of all."



51toCarbonZero and Positive Luxury are partnering up.