

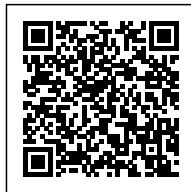
# LENZ & STAEHELIN ON THE CREATION OF THE AURA BLOCKCHAIN CONSORTIUM

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**Category:** [Deal & transactions](#)

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On 20 April 2021, Cartier, part of Richemont, together with LVMH and the Prada Group announced the creation of the Aura Blockchain Consortium, supporting the first global blockchain solution dedicated to the luxury industry. The Consortium will promote the use of a single global blockchain solution open to all luxury brands worldwide to provide consumers with additional transparency and traceability.

**Lenz & Staehelin advised on the creation of the Aura Blockchain Consortium, a Swiss law association based in Geneva. The team was led by Jacques Iffland (pictured – corporate) and included Frédéric Neukomm (tax), Benoît Merkt (competition), Sevan Antreasyan (IP) and Yannick Bucher (corporate).**