



CERTILOGO FOR GIUSEPPE ZANOTTI DESIGN

Giuseppe Zanotti Design centers its brand protection strategy on consumers, and adopts the most advanced anti-counterfeiting technology to ensure their protection. Spearheading this strategy is a Global Brand Protection project, carried out in partnership with industry-leading company Certilogo.

As of the FW 14-15 season, all the collection's footwear will be coded using numerical codes which can be found on the back of the warranty cards in shoeboxes. Each code is unique, non-consecutive and can be checked at any time on www.certilogo.com, even from your tablet or smartphone.

Effective and easy-to-use, it's a solution that allows you to verify a product's authenticity before or after purchase, either over the Internet or in a physical store. It's as easy as entering the code and answering a few basic questions.

The aim of this service is to create a genuine deterrent to counterfeiting which, at the same time, helps to protect consumers from sellers of counterfeit goods both offline and online, and protects the value of Made in Italy's craftsmanship. To this end, Vicini S.p.a. Chairman, Giuseppe Zanotti, declares: "Our relationship with our customers has always been at the center of our strategy. It is particularly crucial at the moment, given the company's expansion in global markets, innovative distribution channels and purchasing opportunities. We feel that is important to offer our customers additional guarantees in a world in which the quality of fake merchandise is improving. Authenticity is a fundamental understanding between the brand and the consumer, and Certilogo's service allows us to tackle counterfeiting in an innovative and effective way, immediately identifying not only those responsible for the final sale of counterfeit goods but also the entire production chain and distribution logistics."

Giuseppe Zanotti Design has recently launched the Sheriff project, an effective tool for obstructing the main unauthorized sites which sell counterfeit products; a tool which has enabled the Brand to surpass those main sites in terms of daily global traffic.

Certilogo offers a unique service which assures consumers that their purchases are completely secure. It is used by the greatest brands in over 100 countries throughout the world and currently operates in 8 languages: Italian, Chinese, Japanese, English, Russian, German, Spanish and French.