

Connected Apparel & Merchandise

From Licensed Product to Trusted Enterprise Asset

Premium apparel and licensed merchandise are entering a new era. Consumers increasingly expect authenticity, trusted provenance and meaningful digital engagement alongside exceptional design. Product identity is becoming a strategic enterprise asset that can continue creating value long after the first sale.

\$393B

GLOBAL SECONDHAND APPAREL BY 2030

*Projected market size, growing
2× faster than the overall
apparel market*

Source: Thred Up / GlobalData, 2026

**Product trust
increasingly matters
beyond the first sale.**



Why This Matters

As products move across wholesale, retail, ecommerce, resale and global markets, brands and rights holders need greater confidence that products are authentic, channels are accountable and consumer relationships can extend beyond the initial transaction.

Future State

Every authenticated product becomes more than merchandise.

It becomes a trusted enterprise asset that protects intellectual property, enables provenance, resale and regulatory readiness, deepens consumer relationships and generates enterprise intelligence throughout its lifecycle.

We believe the next generation of premium apparel and merchandise will not simply carry a brand identity. It will become a trusted, connected enterprise asset.