

# LUKSO

Press release:

## LUKSO ANNOUNCES MEMBERS OF ADVISORY BOARD

**Dr. Berndt Hauptkorn (President Europe at CHANEL, formerly CEO UNIQLO Europe and Principal of the BOSTON CONSULTING GROUP), Péter Szilágyi (Core Developer Ethereum), Caroline Drucker (Head of Strategic Partnerships EMEA, Instagram), David Fischer (Founder and CEO, Highsnobiety), Rajeev Aikkara (VP Digital Technology, Burberry), Daniel Heaf (VP/GM Global Direct Digital Commerce, Nike), Tom Florio (Founder and CEO, ENTTEch Media Group) and René Célestin (Founder and CEO, OBO) among others to advise the LUKSO project as members of the advisory board.**

Berlin, March 1th, 2019. Today LUKSO, the blockchain for the fashion, lifestyle vertical is proud to present the members of its newly formed advisory board. Uniting industry leaders from the forefronts of both fashion and technology spheres, LUKSO fosters interdisciplinary innovation at their intersections.

The LUKSO board of advisors brings together some of the pioneering protagonists of both the worlds of fashion and decentralized networks, including Chanel Europe's President Dr. Berndt Hauptkorn, Highsnobiety's founder David Fischer and Ethereum's core developer Péter Szilágyi (please find a full overview of the LUKSO advisors [here](#) and below).

*"We are very enthusiastic to have such a diverse, stellar league of leading experts on board as our advisors. With their invaluable support and expertise LUKSO will continue its journey towards facilitating the technological foundation to move fashion forward."* says Marjorie Hernandez (CEO LUKSO)

The diversity of the LUKSO advisor board reflects that of the company's founders and highlights the USP of the LUKSO blockchain. The vision is to create the digital fashion ecosystem that enables a brand new future-friendly space for fashion and lifestyle entities to create, innovate, and engage at large while harnessing the benefits of a decentralized and transparent industry landscape.

## BOARD MEMBER QUOTES

David Fischer (Founder and CEO Highsnobiety): *"I am super excited to be advising LUKSO, the first Blockchain specifically created for the fashion & lifestyle space. From the next generation of assets to influencer tokens, brand tokens, authenticity, secondary markets to designer ICOs, the possibilities are endless."*

Dr. Berndt Hauptkorn (President Europe at CHANEL, formerly CEO UNIQLO Europe and Principal of the BOSTON CONSULTING GROUP): *"Creative talent and intelligence will remain mandatory for market success. The blockchain opportunity offers a much higher level of transparency about the uniqueness of an item, thus giving confidence to the owner about its authenticity and value. I am very curious to see the technology develop further and I am glad to advise LUKSO on their way to building the blockchain solution for the fashion, lifestyle and luxury industries."*

## MEMBERS OF THE LUKSO ADVISORY BOARD

**Dr. Berndt Hauptkorn**, President Europe at CHANEL, formerly CEO UNIQLO Europe and Principal of the BOSTON CONSULTING GROUP.

**Yessin Schiegg**, CFO Status.im & Ethereum ambassador.

**Péter Szilágyi**, Core Developer Ethereum.

**Caroline Drucker**, Head of Strategic Partnerships EMEA Instagram.

**David Fischer**, Founder and CEO Highsnobiety.

**Rajeev Aikkara**, VP Digital Technology Burberry.

**Daniel Heaf**, VP/GM Global Direct Digital Commerce Nike.

**Tom Florio**, Founder and CEO ENTTEch Media Group.

**René Célestin**, Founder and CEO OBO.

**Jarrad Hope**, CEO and Co-founder Status.im

**Igor Barinov**, Tech Lead POA Network.

**Dr. Mervyn G.Maistry**, Founder & CEO Konfid.io & former Group COO Deutsche Bank.

**Dr. Sebastian Gajek**, Chief Scientist and Co-founder Weeve & Professor for Cryptography Flensburg University.

### **ABOUT THE FOUNDERS OF LUKSO**

Marjorie Hernandez, trained architect and brand expert, has already developed many ideas and concepts for established artists, creative agencies and global players. She is accompanied by Fabian Vogelsteller, Ethereum developer and developer of numerous successful blockchain projects, including the Mist Browser, the Ethereum Wallet and the ERC-20 Token Standard, the world's most influential Blockchain standard. Other co-founders are Silke Bolms, PR strategist and co-founder of Silk Relations agency with 15 years of experience with long-standing relationships in the fashion industry and Sarah-Jane Godman-Boritzki, an independent business consultant for international fashion houses with a focus on brand incubation, marketing and sales.

### **ABOUT LUKSO**

LUKSO will create a new future-friendly decentralized network for brands and innovators to create a new digital fashion ecosystem. The LUKSO network will yield the benefits of secure, counterfeit-free, transparent brand engagement and enable creatives to form and interact with their communities through Blockchain technology. The cryptocurrency that helps operate the LUKSO Blockchain is called LYX. It is required to perform transactions on LUKSO Blockchain to sustain and protect the network. A public ICO is scheduled for late Summer 2019.

You can find out more about LUKSO here:

[www.lukso.network](http://www.lukso.network) [https://twitter.com/lukso\\_io](https://twitter.com/lukso_io) <https://www.instagram.com/lukso>

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