

**Digital
Product
Passport**

Digital Product Passport

**From Compliance to
Competitive Advantage**



the
pxm
hub

Digital Product Passport

From Product Experience to a Strategic Business Asset



Introduction

The European fashion industry is facing a historic turning point: the introduction of the **Digital Product Passport (DPP)** as a key enabler of product sustainability and transparency. Born from the new **Ecodesign for Sustainable Products Regulation (ESPR)**, the DPP is not just a regulatory requirement – it can become a catalyst for innovation, brand trust, and long-term competitiveness. This whitepaper explores the **regulatory framework**, the **specific challenges for fashion brands**, and the **digital solutions** (such as **PIM/PXM systems**) essential to transforming compliance into competitive advantage. We'll examine how the DPP can evolve into a tool for **storytelling** and **customer loyalty**, what **tangible benefits** it offers to companies (from sustainable positioning to audit readiness and international market access), and the **best practices** for successfully implementing a digital solution to support DPP compliance.

The European Regulatory Framework: Ecodesign and Digital Product Passport

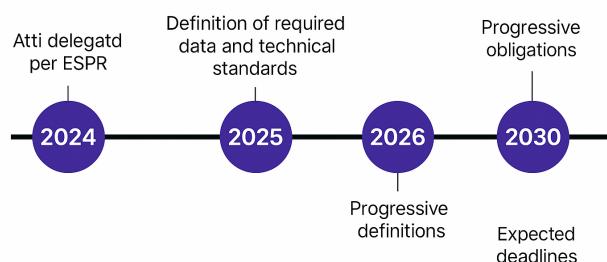
Approved in **March 2022** and effective since **July 2024**, the ESPR forms the cornerstone of the EU's strategy for **circular and sustainable products**. Specifically for the textile and fashion industries, it introduces the mandatory **Digital Product Passport** – a digital document that accompanies each product throughout its lifecycle, containing standardized information on **composition, origin, sustainability, recyclability**, and more. By **2027**, all fashion items placed on the EU market will be required to include a DPP, starting with **priority categories** such as apparel, footwear, and textiles, with gradual expansion to other sectors by **2030**. The regulation defines a **phased implementation roadmap** – for example:

- **Phase 1 (2027)**: priority textile products;
- **Phase 2 (2030)**: broader product categories with extended data requirements;
- **Full circular integration by 2033**.

This regulatory timeline gives companies a few years to prepare, but demands **early planning, digital readiness, and strategic investment** starting now.

Roadmap for the Implementation of the Digital Product Passport for the Textile/Fashion Sector

from the launch of the ESPR in 2024 to the deadlines set through



Implementation Roadmap for the Digital Product Passport in the Textile and Fashion Sector. From the launch of the ESPR in 2024 to the deadlines projected through 2030. The delegated acts will define the technical details and data requirements for each sector. For textiles, the definition of required data fields and technical standards is expected between 2025 and 2026, with gradual compliance obligations starting in 2027.

Executive Summary

Il **Digital Product Passport (DPP)**, previsto dall'ESPR, renderà obbligatoria la trasparenza su composizione, origine, impatti e fine vita dei capi. Le prime scadenze per il tessile partiranno **dal 2027**: ora è il momento per trasformare l'obbligo in **vantaggio competitivo**. La **sfida reale**: filiere globali frammentate, dati dispersi tra ERP/PLM/Excel, scarsa verificabilità e rischi di greenwashing. Senza una fonte unica, popolare e mantenere migliaia di DPP è **impraticabile**.

Grazie a un **PXM** moderno come hub centrale risulta semplice **aggregare, arricchire, validare e distribuire** i dati richiesti dal DPP (materiali, certificazioni, LCA, riciclabilità), con workflow, regole di qualità e tracciabilità delle revisioni.

Il passaporto digitale estende al **prodotto l'esperienza di marca**: QR code che raccontano provenienza e artigianalità, guide di cura / longevità, servizi di riparazione e rivendita, autenticazione anticontraffazione, integrazione con **loyalty** e contenuti personalizzati.

Benefici concreti adottando Centric PXM: **Time-to-market** e coerenza omnicanale; **Readiness** per audit e nuovi mercati; **Riduzione rischi** di compliance di filiera; **Brand equity** e fiducia del cliente in crescita.

In sostanza il DPP non è solo conformità. Con Centric PXM diventa un **asset strategico** che unisce sostenibilità, efficienza e customer experience accompagnando i brands **dalla trasparenza alla preferenza di marca**.

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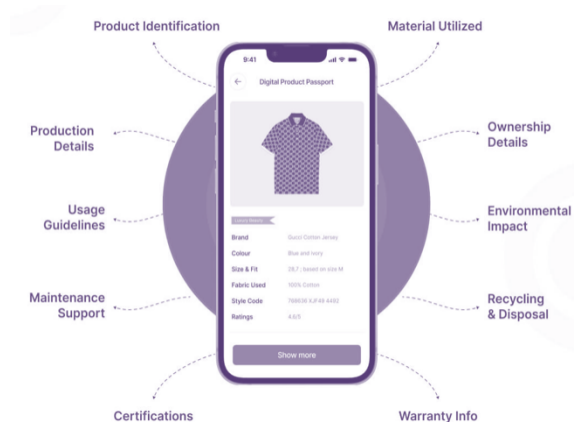
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The **political goal** of the **Digital Product Passport (DPP)** is ambitious: to **reduce the environmental impact of fashion** by making transparency mandatory and encouraging circular business models. It is part of the EU's **Textiles Circularity Strategy** and the **Green Deal**, going beyond the old **2009 Ecodesign Directive**. In practice, the DPP acts as a “**digital identity card**” for each product — a **data set accessible via QR code or NFC tag** that documents **where and how an item was made, which materials were used, its environmental footprint, and how it should be managed at end of life**. The goal is to **extend product lifecycles, promote reuse and recycling, and empower consumers** with reliable information for conscious purchasing decisions. While the **exact list of required data fields** is still being defined (to be finalized through **sector-specific delegated acts**), several **key data categories** have already been identified for the **fashion and textile sector**:

- **Material traceability:** origin of raw materials and their journey across the supply chain (from yarn to finished product).
- **Manufacturing process:** production techniques and resources used, including energy consumption and chemical substances.
- **Environmental impact:** verifiable data on emissions (e.g., CO₂), water and energy consumption per product unit, durability indices, etc.
- **End-of-life and circularity:** disposal or recycling instructions, percentage of recycled materials, availability of repair or take-back programs.
- **Certifications and compliance:** sustainability certifications (e.g., textile eco-labels, ethical audit reports), documentation on hazardous substances (REACH), and safety standards.

In summary, the **European regulatory framework** is driving **unprecedented transparency** across the global fashion supply chain. Any company wishing to sell **textile or footwear products within the EU** — regardless of where it manufactures or is headquartered — will be required to implement **systems capable of collecting and publicly sharing detailed, product-level data**. This shift brings both **compliance pressure** and **strategic opportunity**: brands that prepare early will not only **avoid penalties**, but can also **differentiate themselves as pioneers of a more sustainable and traceable fashion industry**.



Illustrative example of a Digital Product Passport for a fashion item:
The digital passport aggregates all **key information**, from the **composition and origin of each material** (including supplier details across the supply chain) to **environmental impact data** (CO₂, emissions, water and energy consumption per unit), as well as **obtained certifications** and **end-of-life instructions**.

The Challenges for Fashion Brands: Transparency, Traceability, and Supply Chain Data

Implementing the **Digital Product Passport in the fashion industry** presents several **operational and strategic challenges**. Marketing, product, sustainability, and IT leaders will need to work closely together to overcome the following key obstacles:

- **Transparency across complex supply chains:** Many fashion brands operate within vast, fragmented global supply networks. Achieving “*unprecedented transparency*” means tracking every stage — from raw materials to the retail floor — and revealing to the customer what is currently invisible. The reality is that few companies today provide traceability data

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at the individual product level (beyond the generic “*Made in*” label), and most consumers lack access to details about where, how, and by whom a garment was made. With the **DPP**, however, every product must “tell” its complete story. This demands granular, verified data collection from suppliers across all tiers (Tier 1–4) and from production processes often located in multiple regions.

- **Supply chain data collection and integration:** Data management is perhaps the most critical challenge. The DPP requires **granular, up-to-date data** drawn from diverse sources – design/PLM systems, production ERPs, external suppliers, certification bodies, and **LCA (Life Cycle Assessment)** platforms. Without proper centralization, companies risk inconsistent information silos and hard-to-fill data gaps. Early pilot projects have revealed significant blind spots in areas never tracked before (e.g., detailed environmental footprint, recyclability, reparability). Even where data exists, it often resides in separate systems – PLM for composition, spreadsheets for suppliers, environmental databases for emissions – making it difficult to consolidate into a single digital passport. Maintaining data accuracy in real time (for example, when a supplier or raw material changes) adds another layer of complexity.
- **Traceability and data verification:** It’s not enough to collect data – its **accuracy and verifiability** must be ensured. The risk of *greenwashing* looms large if brands publish unverifiable or inconsistent claims. The DPP regulation will require **certified and auditable data**, such as fiber origin or declared emissions. This will likely involve third-party audits, certified material documentation, or even **blockchain-based notarization** of transactions. For many brands – especially small or mid-sized ones – these mechanisms present technical and financial hurdles. Moreover, ensuring data consistency across channels (labels, websites, EU databases) is critical: the DPP must serve as a *single source of truth* accessible to consumers, authorities, and partners. Any inconsistency could damage trust and lead to penalties.
- **Customer communication and user experience:** Another key issue is **how to present all this information** effectively to consumers. There’s a real risk of overwhelming users with too much technical data. Research shows that while consumers value transparency, they also expect clarity and relevance. For instance, a Mintel study found that *durability and care information* often influence purchase decisions more than environmental metrics. This means DPPs must be **user-centric**, highlighting the most relevant information (e.g., care instructions or durability tips) alongside mandatory environmental data. Encouraging consumers to actually scan DPP QR codes will require marketing creativity – integrating interactive content, loyalty rewards, or exclusive offers. Without engagement, the DPP risks becoming a *compliance checkbox* rather than a communication tool. In short, brands must both **educate consumers** on the value of digital passports and design **intuitive, visually engaging interfaces**, such as infographics or color-coded sustainability scores.
- **Costs and organizational adaptation:** Finally, compliance has an internal cost. Implementing the DPP requires investment in technology, revised processes, and cross-functional collaboration. Brands will need to train teams in sustainability data collection and may even create new roles, such as *Sustainability Data Analysts*. Crucially, pilots show that the DPP transformation is **organizational as much as technological** – breaking down silos, establishing data governance, and securing top-management commitment (CEO involvement is often cited as essential). Fast-fashion companies, in particular, may need to rethink unsustainable models to meet eco-design and transparency standards. Initial costs – for IT integration, consulting, or certification – can be significant, demanding careful planning and budgeting. However, these investments can yield **medium-term returns** in efficiency, brand reputation, and regulatory readiness.

In summary, the challenge of the **Digital Product Passport** in the fashion industry can be described as the transition from traditional opacity – with long, non-transparent supply chains

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and fragmented data – to **radical transparency**, enabled by structured data and interoperable technologies. While this path poses significant technical and organizational challenges, it also offers brands a unique opportunity to enhance their processes, strengthen trust, and elevate their reputation – provided they approach it with foresight and strategic vision.

PIM/PXM: aggregating, enriching, and distributing product data for the DPP

Faced with the vast amount of data required and the need to share it consistently, **Product Information Management (PIM)** and **Product Experience Management (PXM)** systems play a crucial role. These platforms are designed to **centralize all product information**, enrich it, and distribute it seamlessly across multiple channels – websites, e-commerce platforms, marketplaces, technical datasheets, and now even **Digital Product Passports**. In practice, a modern PIM/PXM solution acts as the **single source of truth** for product data: a unified repository where marketing, R&D, supply chain, and other departments collaborate to input, validate, and manage every specification, attribute, and document related to each SKU.

- **Data centralization and consistency:** A PIM consolidates all product information, eliminating duplication and conflicting versions. This ensures complete, clean, and consistent data before it feeds the DPP. For instance, within the PIM, structured templates can be created for all required passport attributes (e.g., percentage of recycled material, carbon footprint, certifications obtained, repairability score). These data points can then be mapped to the correct fields, automating the compilation of each product's DPP. Without a centralized platform, manually managing hundreds of data points across thousands of SKUs would be unfeasible and error-prone.
- **Information enrichment and validation:** Advanced PIM systems provide workflows to enrich and validate product data. This allows the addition of new attributes (e.g., per-unit carbon footprint, circularity index, detailed material origin) and their quality control before publication. Rules can be set to ensure data completeness (e.g., *"Do not publish unless the country of fabric origin is provided"*), while integrations with external databases (certification or sustainable material registries) enable automatic data verification. This approach minimizes the risk of incorrect information being published in the DPP and prevents non-compliance.
- **Data governance and cross-functional collaboration:** Creating a single DPP requires contributions from multiple stakeholders – from suppliers certifying organic cotton content, to quality teams uploading test reports, to marketing adding narrative descriptions. A PIM manages all this with controlled access and full traceability. Each contributor can input their section of information, while designated approvers (e.g., the Sustainability Manager) validate critical content. Moreover, the PIM supports the adoption of global standards such as **GTIN** (for products) and **GLN** (for production sites), ensuring each data record is uniquely linked to the correct product and interoperable with external systems (like the EU's central DPP registry).
- **Omnichannel distribution and real-time updates:** Once aggregated and validated within the PIM, data can be automatically syndicated to all required destinations. For the Digital Product Passport, this means sending information to systems that generate web pages or QR/NFC endpoints for consumers, as well as to shared databases (EU repositories or industry platforms). A key advantage is the ability to **update data in real time**: if a product component changes or a new certification is obtained, updating the PIM automatically refreshes every connected DPP. This creates a **digital twin** of the physical product – always synchronized, eliminating discrepancies, and enabling dynamic updates (e.g., safety alerts or composition changes) without reprinting labels. Centralized digital data also allows

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personalized views, such as automatic translation of DPP content or simplified mobile-friendly versions. In essence, PIM/PXM turns each DPP into a **living, evolving document**, delivering added value throughout the product's lifecycle.

- **Simplified compliance and scalability:** Adopting a PIM also establishes a scalable structure to handle future regulatory needs. As compliance requirements evolve (new environmental indicators or product categories), a flexible PIM/PXM can easily incorporate new fields and validation rules without disrupting workflows. Moreover, next-generation PXM platforms – which integrate PIM functionalities – include **AI-driven modules** that monitor data completeness and detect anomalies, automatically flagging missing or non-compliant attributes. This allows teams to focus on strategy rather than chasing data. In summary, behind every effective **Digital Product Passport** lies – or will soon lie – a robust **PXM system** orchestrating the data flow. Without this digital backbone, it would be nearly impossible for fashion brands to manage the scale and granularity of information that the upcoming regulations demand.

DPP, storytelling and customer loyalty

Beyond meeting regulatory obligations, the **Digital Product Passport (DPP)** gives brands a unique opportunity to engage customers in innovative ways and strengthen their brand story. In other words, what begins as a compliance tool can evolve into a powerful **platform for product storytelling and post-purchase loyalty**.

- **Telling the story behind every product:** Today's consumers – especially **Millennials** and **Gen Z** – value brands that can communicate the *authentic story and values* behind their products. The **DPP** provides the ideal foundation for such storytelling: through the digital passport, customers can discover the full journey of a garment – *from field to wardrobe*. For example, by scanning a QR code on the tag, a shopper might see that the cotton for their T-shirt was grown in India, spun in Turkey, woven in Portugal, and assembled in Bangladesh, with details on each step. This level of transparency builds an emotional connection: the customer perceives authenticity and care rather than a generic label. Luxury and heritage brands are already leveraging DPPs to showcase craftsmanship – for instance, **Loake** introduced digital passports across its footwear line to highlight its artisanal quality and heritage manufacturing. In this sense, the DPP becomes a powerful **brand storytelling tool**, promoting values such as *Made in Italy* or *sustainable luxury* and differentiating the brand in a crowded market.
- **Interactive experiences and loyalty programs:** Another high-potential use case for the DPP lies in customer engagement. Since the passport is accessible via **QR code**, retailers can link it to interactive content or loyalty rewards. For example, scanning the DPP could invite a customer to leave a review, unlock a personalized discount, or join a sustainability-themed prize draw. In this way, the DPP scan becomes a **post-purchase touchpoint** – rewarding users (with loyalty points, exclusive event access, or promo codes) while providing the brand with valuable behavioral data (e.g., which products are scanned and in which markets). This **gamified approach** encourages interaction and discovery rather than passive compliance. Attaching tangible benefits to DPP use – such as discounts or personalized services – will be key to increasing adoption and perceived value. In the near future, as QR codes replace barcodes globally, DPPs could even **transform the in-store experience**, allowing customers to reorder an out-of-stock size directly from the product tag.

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- **Promoting longevity and circular services:** The DPP can also serve as a **continuous connection** between brand and customer throughout the product's lifecycle. After purchase, it can deliver care tips, facilitate repairs, or enable resale — deepening loyalty while supporting sustainability. Research shows that one of the most requested post-purchase features, particularly among female shoppers, is clear guidance on *how to care for garments to extend their lifespan*. Integrating eco-friendly washing guides, minor repair tutorials, or even offering care kits or free repair services to registered users can boost engagement and demonstrate the brand's genuine commitment to quality and durability. A customer who learns — through the DPP — to wash a garment at lower temperatures, preserving its quality, will perceive greater value and be more likely to repurchase. Including **resale or recycling options** (e.g., take-back incentives or circular drop-off points) can also help brands monetize the full product lifecycle. A great example comes from **Bergans of Norway**, which uses DPP-linked QR codes to give customers direct access to repair and rental services — building a loyal community of users who value longevity.
- **Authenticity and trust in an age of imitation:** Finally, the DPP strengthens **brand trust and authenticity** — critical assets in a market flooded with *imitations* and “*dupes*” (lookalike products inspired by luxury items but legally sold at lower prices). The DPP enables instant verification of a product's origin and full traceability, providing tangible proof of authenticity. Each digital passport is tied to a **unique product ID**, certifying that the item is genuine and ethically produced — a crucial factor for **luxury brands**, where authenticity and certified quality define value. Thus, the DPP becomes part of the brand's *value proposition*: not just selling a handbag, but also offering full transparency into how it was made and how it can be resold or passed down. Ultimately, this approach fosters long-term loyalty by reinforcing consumer trust. As the industry now recognizes, “**the DPP is the key to co-creating the future of luxury**” — transparent, traceable, and trustworthy, generating confidence across the entire value chain.

Ultimately, by leveraging the **Digital Product Passport (DPP)** creatively, brands have the opportunity to go **beyond compliance** and turn a regulatory requirement into a **relational marketing driver**. A well-executed DPP communicates **authenticity**, fosters an ongoing **dialogue with consumers**, and makes them feel part of a **sustainable community** built around the brand. The result is stronger **customer loyalty**, positive **word of mouth**, and clear **market differentiation**. In short, the **digital passport** can evolve into a true **branding asset** — not just a badge of compliance.

Tangible benefits: sustainability, competitive advantage, and global readiness

Beyond the qualitative value of storytelling, the adoption of the **Digital Product Passport (DPP)** and its supporting digital systems brings **tangible, measurable benefits** to fashion companies. Here are the **key concrete advantages**:

- **Competitive advantage and differentiation:** Being among the first to comply with the DPP can provide a **clear competitive edge**. In a market where compliance will soon become mandatory, early adopters can position themselves as **leaders in transparency and sustainability**, gaining ground in terms of image and consumer trust. Providing clear, accessible sustainability information is not just a regulatory duty—it's a **perceived added value** that can influence purchase decisions. Over time, the ability to offer verified traceability and circularity data will clearly distinguish responsible brands from those that lag behind—much like what happened with early adopters of organic or energy-efficiency

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certifications. Moreover, engaging younger generations (especially **Gen Z**) on these topics builds long-term loyalty and future customer bases.

- **Sustainable positioning and brand equity:** When integrated into a broader **ESG strategy**, the DPP strengthens a brand's **green positioning**. Transparent communication of environmental and social impact fosters stronger **brand equity** tied to sustainability values. This transparency attracts eco-conscious customers as well as **retail partners and investors** guided by ESG principles. Compliance thus becomes a **signal of reliability**, showing that the company operates with structured, traceable processes. This reputation can open doors to **new B2B collaborations** (e.g., international retailers favoring transparent suppliers) and elevate perceived brand value among the public.
- **Supply chain visibility and risk reduction:** Mapping the supply chain for DPP compliance creates a **new level of internal visibility**. Companies identify vulnerabilities (e.g., single-source dependencies, non-compliant materials) and can act proactively. Enhanced traceability helps **mitigate compliance and ethical risks**, preventing scandals or product recalls. Moreover, the analytical insight gained supports **logistics optimization** (shorter routes, lower emissions) and **waste reduction**, improving operational resilience and financial performance in the medium term.
- **Operational efficiency and data-driven decision-making:** Once a DPP-ready digital infrastructure (integrating **PXM, PLM, and traceability systems**) is in place, brands gain access to **structured, actionable data**. This enables smarter decisions in **design** (selecting materials with lower footprints), **procurement** (prioritizing compliant suppliers), and **marketing** (highlighting verified sustainability claims). Operating in a **data-driven** way improves efficiency—teams can focus on eco-design, performance optimization, and cross-department collaboration instead of data chasing.
- **Audit readiness and future-proof compliance:** A mature DPP system **automates compliance evidence**, reducing audit costs and risks of penalties. Instead of manually collecting documents for each inspection, brands can instantly generate certified reports with up-to-date data. This readiness also supports **CSRD reporting** and similar ESG frameworks. Looking ahead, global alignment around digital product transparency will simplify **cross-border trade**, giving early adopters a head start in new markets.
- **Reputation and stakeholder trust:** Finally, embracing DPP demonstrates **responsible innovation**. It builds trust across all stakeholders—**consumers, investors, regulators, and employees**—by proving the brand's commitment to transparency and sustainability. The DPP becomes not just a compliance tool, but a **business opportunity** that enhances reputation, customer loyalty, and even product innovation through circular design. In essence, adopting the **Digital Product Passport** today means turning a regulatory challenge into a **strategic enabler** for competitiveness, sustainability, and global growth.

Best Practices for DPP Compliance

For **company managers** determined to successfully implement the *Digital Product Passport (DPP)*, it is essential to plan the project with the right **best practices** from the very beginning. Below are some **project guidelines** drawn from the experience of *early adopters* and industry consultants:

- **Conduct a product and supply chain data audit:** First, map the current state of your information. Where do key data (materials, suppliers, impacts) currently reside? Are they fragmented across spreadsheets or legacy systems that don't communicate? Identify any

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silos and gaps. This initial assessment will reveal what needs to be fixed before you can populate your DPPs.

- **Assign unique identifiers and standardize naming conventions:** A crucial technical preparation step is assigning each product a persistent, unique code (such as a *GTIN* or another standard ID) and each production site/supplier a standardized location code (e.g., *GLN*). This ensures system-wide consistency and accurate traceability of every item throughout its lifecycle. Align with *GS1 standards* and similar frameworks to guarantee that your data is globally compatible and recognized by supply chain partners.
- **Invest in a centralized PXM system:** If you're still managing product information manually, it's time to adopt a modern *Product Information Management (PIM)* platform. A *PXM* will serve as the central hub to structure all the attributes required for the DPP and to publish them efficiently. Choose a scalable, preferably cloud-based solution, and involve IT and product managers early in defining the data model. The goal is to bring order to scattered data and ensure readiness to meet the DPP's *detailed demands* when required..
- **Engage suppliers and upstream partners:** Supply chain collaboration is essential for gathering much of the data that will populate the digital passport. Start an early dialogue with key suppliers: inform them about upcoming requirements and assess their ability to track and share data (on material composition, processes, certifications). Providing them with dedicated tools or access (e.g., *Fashion Supply Chain Digital Traceability* platforms like *Surge Front*) may help collect the required data. Less organized suppliers may need support to adapt – better to discover that early. The integrity and reliability of the DPP will partly depend on the data provided by your supply chain, so building trust and even including data-sharing clauses in contracts is an important best practice.
- **Start with focused pilot projects:** Don't wait for all final implementing acts before taking action. Launch one or more internal pilot projects on a limited selection of products or lines to test data collection and DPP workflows on a small scale. This allows you to experiment with different approaches (which data to show to customers, how to display it visually, how to integrate systems) in a controlled environment. Pilots help identify hidden bottlenecks, estimate realistic data collection times, and better calibrate the effort before scaling up. Starting early puts your company ahead of the curve, leaving room to iterate before DPP compliance becomes mandatory.
- **Establish clear leadership and a multidisciplinary team:** The DPP project is inherently *cross-functional*, not confined to a single department. Best practices suggest setting up a dedicated team including product, sustainability, IT, supply chain, marketing, and compliance experts. It's also vital to have a *C-level sponsor* to champion and prioritize the initiative. Define roles and responsibilities: Who is the internal "*Product Passport Owner*"? Who validates critical data (e.g., CO₂ emissions) before publication? Clear governance avoids confusion and future bottlenecks. Ultimately, success depends as much on leadership and organizational mindset as on technology.
- **Adopt an iterative and agile approach:** As this is a new and evolving regulatory area, adjustments and updates (EU guidelines, interoperability formats, etc.) are likely. Be prepared to stay flexible. Implement modular digital solutions, prioritize interoperable software (APIs, open standards), and avoid rigid customizations that are hard to modify. An *agile methodology*—with continuous improvements as new regulatory guidance emerges—will keep you compliant without having to rebuild from scratch. Maintaining dialogue with *industry associations* and EU-level working groups will also help anticipate trends and proactively adjust your implementation roadmap.
- **Don't wait until the last minute:** Finally, perhaps the most important timing advice: **start now**. Even if the deadlines (2027 for the first mandatory phase) seem far away, building the data infrastructure takes time. Experienced brands warn that waiting until late 2025 could result in a rushed, risky implementation. Collecting and cleaning upstream data alone can

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take 12–18 months, especially if new systems (PLM, traceability platforms) must be integrated and supplier data are incomplete. Acting now spreads the workload, avoids costly last-minute efforts, and ensures your organization is fully prepared when deadlines arrive. In short: *the time to act is now*—turn the extra time granted by regulators into an advantage, not an excuse to delay.

*By following these **best practices**, a **fashion company** can approach the journey toward the Digital Product Passport (DPP) with greater confidence and structure. Implementing a **digital solution** to support DPP compliance is not merely an IT project — it is a **transformation program** that impacts processes, people, and corporate culture. Careful **planning**, a **phased approach**, and a **strategic vision** are the key ingredients to turn the DPP from a bureaucratic burden into a **springboard for more modern, sustainable, and efficient product management**.*

Transformation

The **Digital Product Passport (DPP)** represents a true **paradigm shift** for the fashion industry: on one hand, it introduces new obligations for **transparency and traceability**; on the other, it opens the door to **innovation and competitive value**.

Managers who embrace this challenge will be able to lead their companies **beyond mere compliance**, toward a business model where **sustainability, customer trust, and market performance** reinforce one another. Those who invest today in **PXM systems, smart supply chain data collection, and transparent communication** will not only be prepared for tomorrow's regulatory inspections but will also lay the foundations for a **stronger, longer-lasting relationship** with an increasingly conscious and informed consumer. In a fashion ecosystem striving for **circularity and responsibility**, the Digital Product Passport can become the **symbol of transformation**: from a **mandatory document** to a **living storytelling tool**, from a **compliance cost** to a **strategic differentiation asset**. Ultimately, moving “*from compliance to competitive advantage*” is not just a slogan — it is the reality for brands that use the DPP as a **lever for improvement and innovation**. Preparing early, adopting the right **digital solutions**, and viewing the DPP as an **opportunity for growth rather than a burden** will make the difference between those who endure change and those who **lead the sustainable future of fashion**.

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In summary

Implementing **Centric PXM** means transforming product data management from a mere operational task into a **strategic lever for growth, loyalty, and sustainable innovation**. By unifying data, content, and experience in a single intelligent platform, fashion brands can move faster, communicate with consistency, and build lasting trust with their audiences.

Those who **embrace this transformation today** will gain a decisive **competitive advantage** in the global marketplace — where transparency, agility, and experience define the leaders of tomorrow.



CONSOLIDATE

Centralize product data, media, attributes, pricing, and inventory in a single connected hub for complete visibility.



DISTRIBUTE

Publish across 1,000+ channels in the right format and language, ensuring full compliance wherever you sell.



TRACK

Monitor SKU-level performance in real time — by region, brand, and channel — to identify trends and uncover new opportunities.



ENRICH

Use AI to validate, enrich, translate, and localize content for every market and channel — from Instagram shops to in-store catalogs.



CONNECT

Link product content to planning, development, pricing, and promotions to ensure every launch aligns with market demand.



OPTIMIZE

Apply AI insights to optimize content, pricing, and positioning — driving higher conversions and sustained growth over time.

Practical Experience

We have the most experienced team in Italy, with **over 20 successful PIM projects delivered across multiple industries** – starting from some of the country's leading fashion and luxury brands.

Certified Team

Our team is made up of highly qualified experts, including **certified business consultants and developers** who design and deliver **PIM and Product Experience Management projects** every day.

Proven Methodology

Mature methodologies and well-established processes are the foundation of our expertise. We follow **international best practices and industry standards**, continuously updating and expanding the skills and capabilities of our team.

Beyond Integration

We guide your company through the **digital transformation of its business**, providing **strategic consulting, system configuration, and integration**, while ensuring **end-to-end support** – even after go-live.



Strategy & Consulting

The PXM Hub's approach blends **technology** and **change management** to fully leverage the potential of **PXM/PIM, DAM, and DSA** solutions. We guide our clients through the **innovation of product information management processes**, with a strong focus on **Customer Experience** and measurable business impact.

Technology

We have deep, recognized expertise working with major industry players, acknowledged by **leading international vendors**.

Market Standards

Our team's skills include mastery of international classification standards such as **ETIM, ECLASS, and GS1**, ensuring data consistency and interoperability across systems and markets.

Vendors

