

## C.P. COMPANY JOINS FORCES WITH CERTILOGO TO GUARANTEE AUTHENTICITY

C.P. Company has allied with CERTILOGO, the world's leading authentication platform, to deliver a smart and simple digital authentication for C.P. clients around the globe.

Launched with the SS019 season, the service allows clients of the historic Italian brand to use any smartphone or connected device to interact digitally with a garment and verify in seconds that it's an authentic original from C.P. Company.

*"C.P. Company has clients around the world who want the same quality products sold in our flagship stores in Milan and London," said **Lorenzo Osti, C.P. Company President**. "With CERTILOGO we're giving them a quick and simple way to guarantee that a product is exactly the authentic product they want, anywhere they make their purchase."*

Authentications are free of charge, available in 10 languages, and accessible to clients using any digital device and operating system connected to the internet. The user simply scans a QR Code found on the C.P. Company smart label inside the garment or types the accompanying code digits at [www.certilogo.com](http://www.certilogo.com), and answers a few simple questions.

Artificial Intelligence created to detect counterfeit products analyses the information and confirms in seconds if the label, code, and product are originals created by C.P. Company. If the product is not an original, CERTILOGO supplies the client with a Fake Report to request a refund from the seller, PayPal, or credit card company used for the purchase.

*"C.P. Company is giving consumers around the globe the opportunity to verify that their items are authentic, at no charge and in total security," added **Michele Casucci, Certilogo CEO**. "They've transformed their physical products into a digital communication channel that makes the purchase experience more memorable and enjoyable, and we're proud to be partner to a brand that is so forward-thinking and committed to giving its clients an excellent experience."*

Osti described product authentication as a natural extension of an ongoing initiative to redesign how C.P. Company serves its expanding global community of consumers and longtime clients. The brand's unique blend of functional menswear and Italian textile innovation has attracted passionate support for nearly 50 years, passing in many cases from father to son.



The new Italian flagship opened in Milan in April, joining the London flagship and a network of more than 900 exclusive retailers serving consumers with authentic C.P. Company products globally. Additional outlets are under study for Italy, Benelux, France and Germany, as well.

"We're proud of C.P. Company products," Osti concluded. "Our clients trust us to make the best, so naturally we want to make sure they get an authentic item every time they choose C.P. Company."

## About C.P. COMPANY

*In 1978 Massimo Osti, a young graphic designer from Bologna who would go on to be recognized as the "godfather of urban sportswear," changed the name of his brand Chester Perry, founded in 1971 and famous for its screen-printed t-shirts, to C.P. Company. This drier, more mature name inaugurated one of the most explosive and influential bursts of creativity in the history of sportswear.*

*Over the last decades the brand has continued to pioneer a connoisseurial hybrid style that combines the functionality of vintage military, work and sportswear with intense fabric research and innovation, heightened by the use of garment dyeing, a technique which C.P. Company was the first brand in the world to pioneer in the mid-1970s. This hybridization of functional menswear and Italian fabric innovation is the origin of C.P. Company and still today remains the basis of every piece of clothing to carry the C.P. Company label.*

## About CERTILOGO

*CERTILOGO is the global leader in digital product authentication and consumer engagement for the fashion and luxury industries, trusted by 1 user every 13 seconds in more than 180 countries. Products tagged with unique identifiers in UHF RFID, NFC, QR and alphanumeric formats are verified with advanced artificial intelligence at [certilogo.com](https://certilogo.com). Counterfeits and clones are unmasked instantly, protecting loyal brand consumers and ensuring data integrity for products tracked in private databases and distributed Blockchain ledgers. 2018 AI Achievement Award Winner, "Best Use of Artificial Intelligence in Fashion."*

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