

## Luxury Goods; Brides Magazine - Brides Authentic



### **Problem Overview:**

Brides Magazine wanted to put together a program that would encourage consumers to purchase from authorized resellers of luxury bridal goods and decrease the amount of purchases from illegal, counterfeit or bogus websites.

### **DSS Solution:**

DSS designed and developed an APP solution that integrated the AuthentiSite website authentication solution into a website seal program (“Brides Authentic”). This enabled the consumer to differentiate between an authorized reseller and an illegal website.

### **The Solution Features Included:**

1. Integrated AuthentiSite website authentication solution into the new Bride’s smartphone APP (Android and iPhone)
2. Developed [www.BridesAuthentic.com](http://www.BridesAuthentic.com) website
3. Integrated AuthentiSite solution including the PRISM marking technology, the smartphone APP, and the back-end portal for APP management and reporting.