

THE TRUST LAYER FOR HIGH-VALUE RESALE

REPUTATION AND PROVENANCE THAT TRAVEL

Luxury resale is a **€50B+** market **growing 2-3x faster than first hand retail**, yet trust stays fragmented. Mark3t is the infrastructure that makes reputation portable and provenance verifiable across every platform.

THE STRIPE OF TRUST FOR CIRCULAR COMMERCE.

THE PROBLEM

THE MARKET IS SCALING.
TRUST IS NOT.

Authentication solves products. No one is solving people, and that trust gap caps conversion and price across the whole ecosystem.

THE SOLUTION

The Mark3t Passport is a portable trust score and asset history tool for professional resellers and vendors, combining identity verification, reputation signals, and transaction history. The MVP is live, and future developments include blockchain-anchored provenance and community governance.

WHY NOW

- **Regulation is arriving.** EU Digital Product Passports for textiles and apparel land ~2027–2028. We build for that regime ahead of the mandate.
- **Agentic commerce needs proof.** As AI agents transact, verifiable identity and provenance become non-negotiable infrastructure.
- **The category is unclaimed.** A first mover building the rails, not competing as one more second-hand platform.

BUSINESS MODEL

Infrastructure economics: *subscriptions, verification fees, and transaction settlement, detailed in the deck.*

BY THE NUMBERS

€50B

Luxury resale market
Bain & Co/Altgamma, 2025

~9%

CAGR to 2030 · 2–3× faster than retail growth
ThredUp/GlobalData; BCG×Vestiaire; Bain

70%+

Of luxury spend from Gen Z & Millennials by 2030
Bain Luxury Goods Study

TRACTION

- Mark3t Passport MVP live at: mark3tpassport.com
- 100-seat invite-only beta for Q3 2026
- 47 power sellers pre-vetted
12 vendors committed
- Founder 4 years embedded across 83+ resale communities

RAISING:

€500K : SAFE · €5M CAP

Use of funds: Founding GTM to Seed beta & growth, scoring engine.

THE FOUNDER

NICOLE A. REZNIC

FOUNDER & CEO



- 25 years in luxury industry; GIA Graduate Gemologist, Tiffany & Co. diamond grader, customer experience with UHNWI at Christie's New York.
- Harvard master's alumna with expertise in CRM, Data, CX and client intelligence systems across luxury, tech, and enterprise sectors.
- Currently adjunct professor at Paris School of Business and EIML Paris, part of LVMH's IME program.
- Founder of Mark3t, addressing issues from within the luxury (circularity) industry.

THE VISION

People first. Products second. Trust throughout.

Building the trust layer for the next generation of circular commerce.

[WWW.MARK3T.AI](https://www.mark3t.ai)

MEET WITH US:

Nicole A. Reznic
Founder & CEO

nicole@mark3t.ai
linkedin.com/in/nreznic

Scan to schedule a 30 min briefing →

