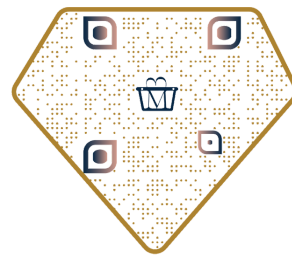


NEW LUXURY BUYERS ARE GOING SECONDHAND. NOBODY HAS BUILT THE RAILS.

Mark3t is building the trust layer for high-value resale, a portable reputation every platform. The first product, the Mark3t Passport, gives resellers and vendors a portable trust score recognised beyond any single marketplace. and verifiable provenance that travels with the seller and the asset, across every platform. Its first product, Mark3t Passport, gives resellers and vendors a portable trust score recognised beyond any single marketplace.


WWW.MARK3T.AI

THE STORY

THE MARKET IS SCALING.
TRUST IS NOT.

Resale is growing 2-3 times faster than first hand retail, on track for a €50B luxury market. But the trust hasn't scaled with the volume. Authentication solves products; **no one is solving people**. Reputation stays locked inside each platform, assets carry no perpetual history, and trust resets to zero on every sale, for buyer and seller alike.

WHY IT'S A STORY NOW

- **Infrastructure, not a marketplace.** A first mover in an unclaimed category: the rails, not another platform.
- **Built from inside the problem.** Four years embedded across 83+ resale communities; a founder who graded diamonds at Tiffany and transacted at auction, not a whiteboard.
- **Regulation is arriving.** EU Digital Product Passports for textiles and apparel land ~2027–2028. Mark3t is building for that regime before it does.
- **A founder story that flips the script.** No exits, no hype: Just 25 years of domain mastery and a refusal to wait for someone else to build it. Built with passion and grit, a female founder's story.

“MARK3T ISN'T A MARKETPLACE. IT'S THE **STRIPE OF TRUST** FOR RESALE, RESHAPING HOW WE VERIFY REPUTATION AND ASSET HISTORY, IN LUXURY AND BEYOND.”

NICOLE A. REZNIC · FOUNDER & CEO

THE FOUNDER



NICOLE A. REZNIC
FOUNDER & CEO

25+ years across luxury, CRM, and trust systems. Former Tiffany & Co. diamond grader and Christie's; Graduate Gemologist; Harvard masters alumni. Teaches CRM and customer experience at Paris School of Business and EIML Paris within LVMH's IME program. Based in Paris, operating across the EU and US. Speaks on trust tech, reputation infrastructure, AI in authentication, and the future of circular luxury. Expert in Loyalty, CRM, CX and Data.

PRESS TOPICS

Trust tech & provenance

Reputation scoring

AI in authentication

Circular luxury & resale

Digital Product Passports

Female founders in deep tech

EU / GCC regulatory alignment

Women in Technology

ABOUT MARK3T

Mark3t is a luxury infrastructure building the trust layer for high-value resale making reputation portable, transactions safer, and trust reusable across resale ecosystems. Its first product, the Mark3t Passport, gives resellers and vendors a portable trust score recognisable across platforms.

Built on **trust**. Verified by **tech**. Powered by **people**.

BY THE NUMBERS

€50B

Luxury resale market
Bain & Co/Altagamma, 2025

1 IN 3

Resale items counterfeit, most-faked brands
Entrupy, State of the Fake 2026

≈€4B

Counterfeit+payment-fraud exposure
Entrupy; OECD/EUIPO, 2025–26

~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

WHAT'S LIVE

- Mark3t Passport MVP in market www.mark3tpassport.com
- 100-seat invite-only beta launching Q3 2026
- 47 power sellers pre-vetted
12 vendors committed

Scoring methodology and data pipeline are proprietary, shared with partners under NDA. Blockchain provenance and community governance are on the near-term roadmap.

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