ANAAR, Chia Network Partner to Launch, ANAAR Artisan Network Bringing Visibility to Craftspeople

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Creating an accessible platform for the estimated 200M artisans who lack online verifiable records for their work or their professional identity.

London, 21 July, 2026. ANAAR, led by pioneering sustainable couture designer, Lucy Tammam and entrepreneur Aditi Angiras, in partnership with Chia Network Inc, ("Chia") today announced the launch of ANAAR Artisan Network CIC, a UK-based social enterprise. The ANAAR Artisan Network will be available to artisans around the world to create, own, and verify their professional identities. It establishes a platform for artisans to connect with global brands.

While artisan documentation to date exists across a few verticals, the fragmented nature makes it onerous to use and the data often cannot be verified across borders or supply chains. ANAAR's claim is precise: no currently offered records works for both maker and buyers. Craftsmanship remains the most valuable asset in luxury, and the most difficult to efficiently and effectively source for brands and designers. ANAAR's platform helps brands looking for skilled craftspeople by offering information on individual artisans from around the world. ANAAR Artisan Network maintains an immutable record of work, identity, and artisanal craft processes.

"Craftsmanship is the oldest proof we have that time and care can live inside an object," said Aditi Angiras, CEO of ANAAR. "For centuries that proof has travelled the world while the people who made it stayed invisible, and an economy pays whoever it can see. The network exists so the story of a beautiful thing no longer ends where the maker's name should have been. When the world can finally see its makers, value will do what value has always done: flow to what it can find."

"The work of human hands will never be replaced by technology," said Lucy Tammam, Creative Director, TAMMAM. "But the representation and inclusion in the digital economy provided by the ANAAR Artist Registry allows these artists to command the respect and fair remuneration they deserve."

Each professional artisan profile on the network maintains a verified record of identity, skills and created work. Records are held by the makers themselves. ANAAR's mission is to elevate the status of the artisan, its social foundations means artisans are never charged to be part of the Network. The Artisan Network employs W3C decentralised identifiers and verifiable credentials secured on the Chia Network public blockchain. Asset-locked under UK law: the Network can never be sold, and its assets and profits are legally bound to its mission.

"Fragmented and unusable verification tools foist unnecessary costs on artisans," said Vishal Kapoor, Chief Operating Officer, Chia Network Inc., and Member of the board of ANAAR Artisan Network CIC. "Identity and artisanal process verification need to be portable and simple, otherwise every constituent, from artisan to consumer, loses value in fees, time, and resources expended. The Chia blockchain provides the technology underpinning the registry, harmonizing the data and enabling an efficient and secure process for brands and artisans alike."

As the network grows, brands will be able to commission and pay artisans directly, stripping out unnecessary intermediaries and complexity that absorb much of the value of handmade work. The first artisans are registering now through TAMMAM's Embellishment Artisan Programme in London, supported by the PVBLIC Foundation. The first collection to use the innovative Network capabilities and artisan profiles will be released at London Fashion Week in September.

ANAAR (Artisan Network and Authenticity Registry)

The ANAAR Artisan Network, provides artisans with market visibility and secure digital identities. Leveraging blockchain technology and multi-verification of credentials to ensure accuracy and credibility. On a mission to elevate the status of artisans and value of their work globally.

Chia Network Inc

Chia Network delivers software to enable enterprises to tokenize, custody, and trade any asset, while ensuring auditable authenticity and provenance. Created by Bram Cohen, the inventor of BitTorrent, the underlying open source, public Chia blockchain provides the secure and regulatory-compliant

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