

Anti-Counterfeiting of Fashion Brands using RFID Technology

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Anti-counterfeiting comes to the attention of fashion brand owners concerned as this counterfeiting problem arises significantly over recent years. RFID technology provides a new alternative to serve this problem. This paper presents a new approach to design a lightweight cryptography and a simple authentication method for RFID passive tags. Tags are embedded inside apparel products, such as garments or high-value apparel accessories. When a counterfeiting situation occurs, tag authentication on that apparel product can be performed whether the apparel product is genuine or faked.