



# Crane Authentication™

Case Study  
Consumer & Industrial

## WAW COLLECTION

Safeguarding brand integrity  
and bespoke designs for a  
startup lighting company



To protect its intellectual property, patents and product designs from counterfeiters worldwide, WAW COLLECTION partnered with Crane Authentication to safeguard its brand integrity. Crane Authentication provided cutting-edge online monitoring technologies for comprehensive detection and enforcement.

### Challenge

For WAW COLLECTION, light is more than just a way to illuminate the dark—it is an experience that transforms environments, challenging and elevating our senses in exciting and unexpected ways. Founded in 2020 by Mexican-born designer and architect Fernando Correa, WAW COLLECTION specializes in creating transformative interior spaces — from homes and stores to restaurants and showrooms — through expertly designed, handcrafted scenographic lighting fixtures and accessories.

As both the founder and creative director, Fernando Correa sits at the helm, driving forward WAW's vision from its headquarters in the heart of Italy's art district. With over 27 years of experience in high-end retail design, Fernando is an award-winning designer, architect, and entrepreneur. Drawing from his deep study of Italian art and fashion, he founded Correa Granados Architects in 2012.

Inspired by the way sunlight dances off water and onto surfaces, Fernando realized he could recreate these mesmerizing natural light phenomena in interior spaces through the refraction of light. This vision led to the creation of the WAW COLLECTION — its namesake derived from the onomatopoeic expression 'Wow,' reflecting Fernando's dedication to crafting experiences

powered by light that could excite, surprise and spark wanderlust. Under his leadership, WAW COLLECTION has become a force in lighting design, earning numerous accolades, including the 2021 German Design Award, the 2021 A-Design Award and the 2021 Red Dot Lighting Design Award.


Creativity is at the heart of WAW COLLECTION, and nowhere is this more evident than in its flagship product, the BE WATER Lamp. A fusion of art and technology, these lamps are handcrafted from cylindrical borosilicate glass, with specialized motors and LEDs that refract light. The result is a unique, immersive effect reminiscent of the natural elements: water, fire, air and earth. Providing a multi-sensory experience, WAW lamps come with a signature limited edition fragrance alongside a code to a curated Spotify playlist.


Counterfeit BE WATER Lamps and other WAW products surfaced across major social media and e-commerce marketplaces, mimicking WAW's designs but using inferior materials. Fake electronics often contain substandard electrical components, accounting for around 10% of dangerous counterfeit goods seized in the EU. Recognizing the dangers, WAW sought to implement brand protection solutions to safeguard its consumers and protect its brand integrity.



## Solution

WAW COLLECTION turned to Crane Authentication, a leading brand protection provider to consumer brands. Crane Authentication implemented comprehensive monitoring across all critical online channels globally:

 **Crane Authentication Online Brand Protection:** monitors all key online marketplaces and social media platforms to tackle multiple types of brand abuse, from counterfeits to trademark infringement.

 **Crane Authentication Insightful Reporting:** provides a complete overview of infringement and enforcement trends, while allowing WAW COLLECTION to delve into individual incident details.

Premium products demand the very best protection. The Crane Authentication platform incorporates advanced tools for rapid detection and enforcement, including visual AI technologies to find multiple infringing product listings and one-click enforcements for swift takedowns. Leading relationships with social media platforms and online marketplaces give Crane Authentication Customer Success Managers access to automated takedown tools to expedite enforcement.

Shutting down serious counterfeiters starts with uncovering their networks. Crane Authentication used its Network Intelligence technology to reveal connections between nefarious online accounts, exposing many infringing social media posts linked to malicious websites. From there, Crane Authentication provided ad-hoc website monitoring to take down these infringing domains. Crucially, these investigations also identified high-value targets—the infringers benefiting

the most from illegal activity. Armed with these insights, WAW COLLECTION can now pursue legal action against persistent counterfeit networks to stop infringement at the source.

Beyond online enforcement, Crane Authentication provides ongoing consultation and guidance to WAW COLLECTION with patenting more of its product range. As infringers continue to evolve their tactics online, patents help further safeguard WAW's award-winning product designs while empowering the brand to pursue legal action against persistent infringers.

## Results

Safeguarding creativity online requires dynamic solutions that let brands thrive. By taking a comprehensive approach, WAW COLLECTION protects its customers from unsafe counterfeits while upholding its brand integrity. In one year, Crane Authentication's online brand protection solution achieved a compliance rate of over 92% for enforcements on social media and online marketplaces. Looking ahead, WAW COLLECTION and Crane Authentication plan to implement website monitoring and utilize test purchases, which will further aid the brand in pursuing legal action against repeat offenders.

“Crane Authentication took the time to truly understand our highly specialized business. They recognized how integral creativity is to what we do and delivered an effective brand protection solution. As WAW COLLECTION approaches its fifth anniversary, I can focus on driving the next era of the business as we move into a new showroom and launch our exhibition, BE CIRCLE.”

**Fernando Correa, Founder & Creative Director, WAW COLLECTION**



## 1 WAW COLLECTION

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