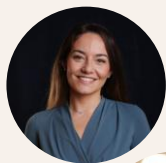




E-Luxury Summit

Luxury Redefined with Data & AI

09 October 2025



Jenna Capitoni
Digital & AI Advisor for Luxury



Gaelle Esa Da Silva
Digital & AI Solution Lead



Dynamics impacting luxury Retail organizations

Market Pressure

LUXURY Swiss Watch Exports Plunge on Weak China Demand, US Tariffs

Swiss watch exports tumbled in August as Chinese demand remained weak and stiff US tariffs went into effect.



Exports fell about 17 percent from a year earlier, the Federation of the Swiss Watch Industry said. (Getty Images)

Economic uncertainty and geopolitical shifts are reshaping luxury spending, with key markets like China hit hard by weak consumer confidence and real estate concerns

Emerging Consumer Trends

“71% of consumers expect companies to deliver personalized interactions, and 76% become frustrated when this expectation is unmet.”

McKinsey
& Company

Consumers demand personalized, integrated experiences across digital and physical touchpoints, from immersive online engagement to exclusive in-store clienteling, blurring traditional boundaries.

Brands Shifting into AI

Only **22%** of businesses consider their data foundations **"very ready"** to support generative AI apps today.

MIT
Technology
Review

Will more likely help them to create outstanding experiences and grow faster

The background of the image is a dense, disorganized pile of various books and papers. The books are of different sizes, colors, and thicknesses, creating a complex texture of white, yellow, and colored pages. Some book spines are visible, showing titles and covers. The overall impression is one of a vast, unsorted collection of information, which serves as a metaphor for the 'data' mentioned in the text.

**Is your DATA bringing enough value
to your business initiatives?**

Why isn't bringing the expected value for business?

The Challenge

94%

of leaders feel their
organization should get
more value of its data

Source: Salesforce State of Data & Analytics 2023

Saturated

The ability to deliver bespoke experiences, every time, keeping that sense of intimacy is harder than ever.

Siloed

And even when brands have data, it often sits in multiple systems, never activated, never translating into true business impact.

Not Actionable...

Stuck in systems which are not bringing insights to the business.

Vision: Your Data Should Work Like a Modern Library

Unified

All books in one place, properly categorized.

Accessible & Actionnable

Books are instantly retrievable, insights are intelligent and ready to act on.

Highly Efficient

AI can “fetch” insights to help you find the best Book and personalize your experience.



Why Should Your Data Work Harder?

Unified

Accessible

Actionnable

Efficient



BUSINESS VALUE

Enables **Luxury Intimacy** with highly Personalized CX

Provides **Luxury Intelligence** so you truly Know every Customer

Helps your Employee with **Luxury Efficiency**

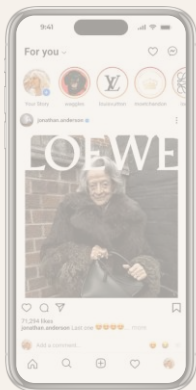


How do you make it happen?

Luxury Intimacy
Luxury Intelligence
Luxury Efficiency

How do you deliver **Luxury Intimacy**
in phygital world ?

Luxury Intimacy at Every Step of Your Client Journey



ASPIRATION / Targeted Advertising

Data Signals: Source traffic, Existing client segments, 3rd Party Insights

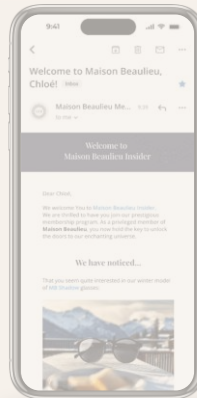
Data Access & Activation: Media, Marketing & CRM



EXPERIENCE CURATION/ Guided Web Experience

Data Signals: Affinities & Intent detection - Pages clicked, products viewed, content read

Data Access & Activation: E-Commerce, Merchandising, Marketing, Content



COMPELLING NARRATIVE/ Personalised Emails

Data Signals: Email engagement, Content & channel preferences

Data Access & Activation: CRM, Marketing, B2B Operations



INTIMACY & INVITATION / 360 Client View

Data Signals: Events participations, Personal insights, transactions

Data Access & Activation: CRM, Boutique, Online Associates, After-Sales

Luxury Intelligence: **Do You Really Know Your Clients?**

How much do you **KNOW** about your Clients ?

Offline Experiences

Purchased a dress in Milan
Received latest Magazine
Sellout: Purchased a Dress at La Samaritaine

Personal / CRM

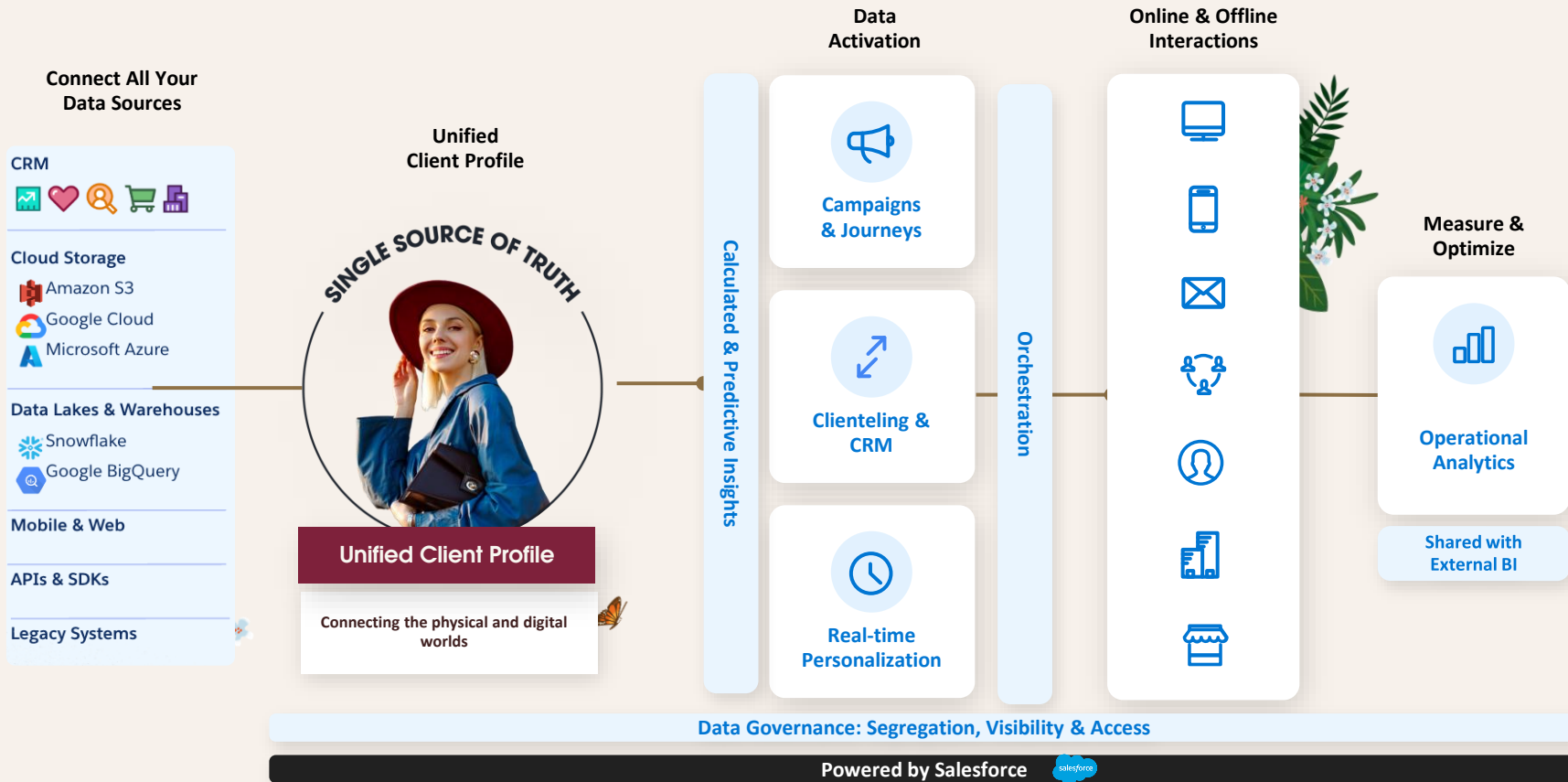
Married
Social Influencer
Frequent Traveller
Lives in Paris
Favourite Boutique: Av. Montaigne

Affinities & Intents

Behaviour: Website 2 days ago
Social: Active on Instagram
Style affinities: Parisian / Natural colours
Products of interest: Dresses / Sunglasses

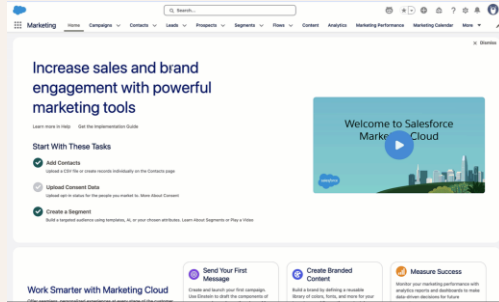


Luxury Intelligence: Power of Unified Data & Trust



How do you make it **Actionable**
by your employees?

Luxury Efficiency: AI Agent, The Employee Whisperer



CRM Agent

Foster Touchpoints & Retention

Create simple messaging campaigns:
Events invitation, Boutiques information,
Collections

Teams: Marketing, Boutiques, B2B
Operations

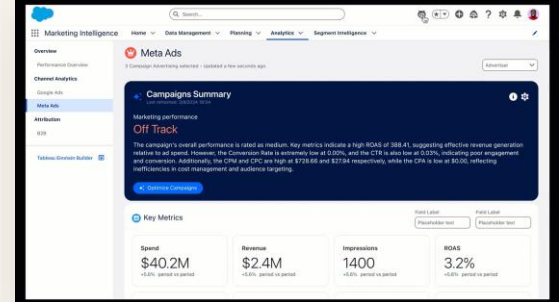


Boutique Agent

Path to Conversion

Prepare for your clients conversations:
Profile summary, suggestions,
storytelling, conversations log....

Teams: Boutiques, Repair, CRM



Analytics Agent

Talk to your Data

Gain key strategic insights about your
data to drive your decision, optimize
impact & ROI.

Teams: Media, Marketing, CRM,
Boutiques, Management

What to remember?

1

Data and AI are enablers of Luxury. They will make You Win.

2

High Impact in Luxury
Starts with Unified, Actionable and Efficient Data.

3

Is your data ready to deliver true luxury?

**Call to
Action**

Get a Free Advisory
jcapitoni@salesforce.com
gdasilvaesa@salesforce.com



Thank You.