



## **Salesforce joins the Milan Fashion Week 2018**

*Salesforce walks in with fashion brands to empowers them to connect with consumers in a whole new way.*

Milan, June 11, 2018 - Salesforce, the customer success platform and world's #1 CRM, joins the Milan Fashion Week, as partner sponsor of the National Chamber of Italian Fashion. Keeping up to speed with a trillion-dollar market, fashion brands are increasingly turning technologies helping them to accelerate their digital transformations to deliver more connected and personalized shopping experiences across a consumer's marketing, commerce and customer service journey. Fashion is a market where digital and consumer trends are evolving at a frenetic pace, as fast as the new collections. Naturally, Salesforce supports Made in Italy and international Fashion, by decoding new trends, blaze new trails for growth, creativity and innovation, to offer compelling brand experience to global consumers.

Back in 1999, Salesforce pioneered the idea of CRM software in the cloud, creating a whole new economy. Today, Salesforce is helping over 150,000 companies, and millions of "Trailblazers" people grow their careers like never before. Salesforce is thrilled to become a partner of the National Chamber of Italian Fashion. The fourth industrial revolution is changing the way people work and interact, using robotics, artificial intelligence, the internet of things, and more. Consumers have more power at their fingertips than ever before, being part of the National Chamber of Italian Fashion community, Salesforce aims to enable the top fashion brands in the world to embrace these innovations and transform the customer experience. Italian "Trailblazers" have already started their journey with Salesforce, including fashion leaders like Brunello Cucinelli, Miroglio Fashion, Furla, Boggi, Vibram and many more.

### **About Salesforce**

Salesforce, the global CRM leader, empowers companies to connect with their customers in a whole new way. For more information about Salesforce, visit: [www.salesforce.com](http://www.salesforce.com).

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