

THE LUXURY OPPORTUNITY

Agentic AI: Redefining the Retail *Customer Experience.*

How leading brands deploy **AI Retail Advisor™** – an agentic solution that autonomously engages shoppers, drives conversion, and delivers 1:1 experiences at scale.



Chris Serger

VP, Solutions Engineering · Salesforce



Tony Toubia

VP, Global Salesforce Solutions · Merkle / Dentsu

"The brand that shows up online the way the boutique advisor would."



THE LUXURY AI OPPORTUNITY

The number that changes the conversation.

Luxury just lost more than 20% of its entire customer base. The aspirational shopper is sitting out. The math has changed.

70M

*luxury customers **lost** in two years.*

BAIN & ALTAGAMMA · APR 2026

THE MATH HAS CHANGED

The top 2% now drives nearly half of all luxury purchases.

45-47%

of luxury purchases now come from the **top 2% of VICs**

Bain & Altagamma 2026

330M

active luxury clients globally – **back to 2013 levels**

Bain & Altagamma 2026

Gen Z

aspirational + younger shoppers **walked away** – price escalation, fading brand advocacy

Bain & Altagamma 2026

THE MANDATE THIS REQUIRES

White-glove concierge – at *software* scale.

Engaging every shopper as an individual · at the moment of intent · without adding headcount.

WHY NOW

Three forces, *converging.*

01

Customer behavior flipped.

- → **20%** of holiday 2025 retail = AI/agent-driven
- → **\$262B** in revenue
- → GenAI traffic **+693%** YoY

SALESFORCE · ADOBE DEI · JAN 2026

02

Platform stack matured.

- → Reasoning engines
- → Grounding to authoritative data
- → Brand-voice control
- → **Demo 18 mos ago = production today**

03

Salesforce put real chips down.

- → **Headless 360** – MCP-native
- → **Storefront Next** – GA June
- → **Cimulate** – closed Q1
- → Agentforce maturing fast

TODAY'S HEADLINE · AMAZON RETIRES RUFUS

“Shopping is not something you do as a side quest.”



ANDY JASSY

CEO, Amazon · May 2026

THE BAR IS HIGHER IN LUXURY

Brands shipping *prove it works.*

BRUNELLO CUCINELLI

"CALLIMACUS" · MULTI-AGENT · LAUNCHED JAN 2026

- → **10K-12K** daily queries · IT / US / UK
- → **70%** of boutique visitors browse online first
- → **4 named agents** · multi-agent architecture

"AI must remain profoundly human – a handmaid of humanity."

– Brunello Cucinelli, Executive Chairman

CHALHOUB GROUP

"LAYLA" · LIVE, SCALING 2026

- → **2.2x** longer sessions · **2.6x** conversion
- → **27%** more products explored / session
- → **20K+** products · 3 languages

"Conversational commerce is the future of commerce."

– Jeremy Denisty, Director of AI

ZEGNA

"ZEGNA X" · MADE-TO-MEASURE · LIVE SINCE 2023

- → **49B** style combinations · 2,300 products
- → AI-led on WhatsApp / WeChat → **human tailor closes**
- → **+75%** spend on 1:1 clienteling

"The tailor is still there. Now we can treat the customer better – and do a more complete job."

– Edoardo Zegna, Co-CEO

Sources: WWD · Glossy · brand press (2024-2026). **3 brands · 1 pattern: agentic AI in production, governed by the brand.**

LIVE DEMO · TONY

The boutique advisor, *online.*

One customer – **Sarah Chen** – across three surfaces. *Captured once, reused everywhere.*

I.

AGENTIC CLIENTELING · IN THE BOUTIQUE

Where it's captured.

The Bantō meets Sarah, recognizes her, and logs the moment – a wedding in Kyoto.

II.

AGENTIC COMMERCE · ON-SITE

The page is the agent.

She returns online – the storefront already knows her, and never re-asks.

III.

AGENTIC MARKETING · ACROSS CHANNELS

The journey composes itself.

A follow-up email composed for one – not a segment, not a blast.

GROUNDED IN ONE PROFILE

How the house *already knows* Sarah.

Salesforce Data Cloud, resolved by **Merkle's Merkurs** identity graph.



Sarah Chen

WALK-IN · NOT IN CRM · ID'D BY MERKURY

A walk-in the house has never met – recognized on arrival from a single email, quietly planning for a **wedding in Kyoto** this fall.

MERKURY-APPENDED PROFILE

- Identity resolved from one email – no login
- Interests: luxury goods · antiques · fragrance · fine art
- Life moment: attending a Kyoto wedding (fall)
- High affluence · gifting & travel signals

One signal – an email, or even an anonymous visit – resolves to a single **persistent, privacy-safe profile**, then stays in sync across every surface.

290M+

U.S. consumers with a persistent, privacy-safe profile

~95%

coverage of the U.S. adult population

60%+

of anonymous site visitors recognized – no login

1,000s

of 3rd-party attributes appended per profile

One persistent ID across **known + anonymous, online + offline** – it's how the house recognizes Sarah at the door **and** on the site.

 **MERKURY**

THE ADVISOR

Meet the *Bantō*. 番頭

In a traditional Japanese merchant house, the **bantō** was the head clerk – the most trusted person on the floor. Knew every customer by name, knew the whole inventory, and acted with judgment on the house's behalf.

KNOWS THE CUSTOMER

Every past visit, preference, and the moment she's planning for – carried with her, surface to surface.

KNOWS THE HOUSE

Every piece and its story, what pairs with what, what's in stock – the whole collection at hand.

ACTS WITH JUDGMENT

Recommends, never pushes – discreet, present, and consistent across the boutique, the site, and the inbox.

That's the role our agent plays – **the bantō, online** – the same advisor across all three surfaces you're about to see.

Q Search...



Q Search customers...

Today's Appointments

Maison Tachibana · Ginza Flagship

10:30 AM
Mei Watanabe
 Bespoke Fitting
 Completed

1:15 PM
Olivia Laurent
 Personal Styling
 Booked

Consultation Summary

Mei Watanabe · Consultation Summary Completed · 10:30 AM

<p>APPOINTMENT Bespoke Fitting · 45 min</p> <p>SENTIMENT Positive – strong interest, deferred</p> <p>Discussed Ajiro Haori – autumn palette Hand-finished leather Monogram options</p>	<p>CLIENT TIER Maison Circle · established</p> <p>OUTCOME No purchase today</p>
---	--

→ **RECOMMENDED NEXT STEP**
 Send the hand-finished lookbook and hold the Ajiro Haori in her size. Follow up in **2 weeks**, ahead of the autumn collection.

observed · in-store agent · follow-up drafted

AI Co-pilot

Select a customer to start the co-pilot

Today's Appointments
Maison Tachibana · Ginza Flagship

- 10:30 AM
Mei Watanabe
Bespoke Fitting
Completed
- 1:15 PM
Olivia Laurent
Personal Styling
Booked

Upcoming Consultation

Olivia Laurent · Upcoming Consultation Booked · 1:15 PM today

APPOINTMENT: Personal Styling · 60 min | SCHEDULED: Today 1:15 PM · booked 3 days ago

Background: Olivia mentioned she's looking for an **anniversary gift** for her husband – their 10th, next month. Open to leather goods; values understatement and craft over logo.

Quick plan

- Pull anniversary-worthy leather
- Engraving / monogram options
- Prep 3 gift tiers
- stated · anniversary gift
- 3rd-party · high gifting propensity

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Customer Profile

Walk-In Customer

Email

Search CRM

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Olivia Laurent
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Customer Profile

Walk-In Customer

Email
sarah.chen@email.com

No CRM record – recognizing via Merkursy...

AI Co-pilot

Select a customer to start the co-pilot

Search...



Today's Appointments
Maison Tachibana · Ginza Flagship

10:30 AM
Mei Watanabe
Bespoke Fitting
Completed

Now
Sarah Chen
Walk-In · unscheduled
Checked In

1:15 PM
Olivia Laurent
Personal Styling
Booked

Sarah Chen RECOGNIZED · MERKURY 3P No CRM record sarah.chen@email.com

Merkury · 3rd-Party Match 3rd-party · identity graph

HOUSEHOLD Married · no children at home	AFFLUENCE BAND HNW · top 2% net worth
TRAVEL Frequent international · APAC	INTERESTS Luxury goods · antiques · fragrance · fine art
IDENTITY MATCH MID resolved · 0.96 confidence	

3rd-party · Merkury MID inferred · modeled attributes

AI Co-pilot

Select a customer to start the co-pilot

Search...



Search customers...

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3rd-party · Merkury MID **inferred · modeled attributes**

AI Co-pilot **Active**

- Gift ideas
- Travel essentials
- Occasion edit
- Complementary

Heads up – a walk-in just checked in. She's **not in our CRM** – but this is **Sarah Chen**: high-net-worth, a frequent international traveler, with an eye for luxury, antiques and fragrance. Treat it as a high-potential first visit; greet her warmly, let her lead, and I'll flag anything worth capturing.

Ask the co-pilot...

Search...



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Consultation Notes 1

Observation Sarah mentioned she's got a wedding in Kyoto this fall – she's attending as a guest, not the bride.
Today

Quick Note

Observation ▲

Capture a consultation note...

Add Note

AI Co-pilot Active

Gift ideas Travel essentials Occasion edit

Complementary

Heads up – a walk-in just checked in. She's **not in our CRM** – but this is **Sarah Chen**: high-net-worth, a frequent international traveler, with an eye for luxury, antiques and fragrance. Treat it as a high-potential first visit; greet her warmly, let her lead, and I'll flag anything worth capturing.

Ask the co-pilot...

Send

Search...



Search customers...

Today's Appointments

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Consultation Notes 1

Observation Sarah mentioned she's got a wedding in Kyoto this fall – she's attending as a guest, not the bride.
Today

Meaningful Events 1

Life Event stated
Wedding – Kyoto · this fall
guest attire, gifting, travel essentials

Staff Picks

For the Kyoto wedding

Guest attire Gift curation Travel kit

recomposed

Quick Note

Observation ▲

Capture a consultation note...

Add Note

AI Co-pilot Active

- Gift ideas
- Travel essentials
- Occasion edit
- Complementary

Heads up – a walk-in just checked in. She's **not in our CRM** – but this is **Sarah Chen**: high-net-worth, a frequent international traveler, with an eye for luxury, antiques and fragrance. Treat it as a high-potential first visit; greet her warmly, let her lead, and I'll flag anything worth capturing.

I saw your note – Sarah's attending a wedding in Kyoto this fall. I've captured it and set a follow-up. Here are a few pieces to put in front of her:

- ✓ Life Event written to profile
- ✓ Follow-up task created: white-glove check-in before the event

	Hana Minaudière Maison Tachibana · evening	\$3,600
	Kinari Wrap Maison Tachibana · silk	\$2,800
	Tachibana Voyage Maison Tachibana · travel	\$7,200

Add all to consult Build travel kit

Schedule follow-up

Ask the co-pilot...

Search...



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- 10:30 AM
Mei Watanabe
Bespoke Fitting
Completed
- Now
Sarah Chen
Walk-In · unscheduled
Checked In
- 1:15 PM
Olivia Laurent
Personal Styling
Booked

Sarah Chen RECOGNIZED - MERKURY 3P New client · today sarah.chen@email.com

Merkury · 3rd-Party Match 3rd-party · identity graph

HOUSEHOLD Married · no children at home	AFFLUENCE BAND HNW · top 2% net worth
TRAVEL Frequent international · APAC	INTERESTS Luxury goods · antiques · fragrance · fine art
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Consultation Notes 1

Observation Sarah mentioned she's got a wedding in Kyoto this fall – she's attending as a guest, not the bride.
Today

Meaningful Events 1

Life Event stated
Wedding – Kyoto · this fall
guest attire · gift · travel essentials

Staff Picks recomposed

For the Kyoto wedding

Guest attire Gift curation Travel kit

Recent Orders 1

Order Kinari Wrap · \$2,800
Today · first purchase

Quick Note

Observation ▲

Capture a consultation note...

Add Note

AI Co-pilot Active

Gift ideas Travel essentials Occasion edit

Complementary

I saw your note – Sarah's attending a wedding in Kyoto this fall. I've captured it and set a follow-up. Here are a few pieces to put in front of her:

- ✓ Life Event written to profile
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- Hana Minaudière**
Maison Tachibana · evening **\$3,600**
- Kinari Wrap**
Maison Tachibana · silk **\$2,800**
- Tachibana Voyage**
Maison Tachibana · travel **\$7,200**

Add all to consult Build travel kit

Schedule follow-up

She's taking the **Kinari Wrap** – her first with the house. I've started her client profile and captured her contact consent.

- ✓ First purchase – Kinari Wrap · \$2,800
- ✓ CRM client profile created
- ✓ Email + SMS consent captured – opted in with the advisor

Ask the co-pilot...

FOR THE OCCASION · KYOTO

WELCOME, SARAH.

Wedding Ready.

A quietly considered edit for your celebration abroad — pieces that travel well and carry beautifully from the daytime ceremony into the evening reception.

VIEW THE EDIT WITH YOUR BANTŌ

WALK THE MAISON



THE PIECE

Hana Minaudière 花

A 1931 evening clutch, re-cut.

USD 3,600

KYOTO · SINCE 1923

A house of

RECOGNIZED VIA MERKURY
Welcome back, Sarah

FOR THE OCCASION · KYOTO

WELCOME, SARAH.

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A quietly considered edit for your celebration abroad — pieces that travel well and carry beautifully from the daytime ceremony into the evening reception.

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THE PIECE

Hana Minaudière 花

A 1931 evening clutch, re-cut.

USD 3,600

KYOTO · SINCE 1923

A house of

< Store

Do

Welcome back, Sarah.

Kyoto's about six weeks out — I've pulled a few pieces for the occasion.

< Store

Welcome back, Sarah.

I'm attending a wedding in Kyoto in about six weeks — what should I bring?

Since you're attending the wedding as a guest, I'd lean elegant but easy. The Hana Minaudière is the piece for the reception — a hand-finished evening clutch, just enough for the essentials. The Hana Drop Earrings finish the look with a quiet shimmer for the ceremony. And the Tachibana Voyage weekender holds the whole trip beautifully. Any of these pieces would pair beautifully with the Kinari wrap you picked up in our Maison. As a Platinum member, your concierge shipping to the hotel in Kyoto is complimentary.

1	Hana Minaudière	\$3600.00
2	Hana Drop Earrings	\$4200.00
3	Tachibana Voyage	\$7200.00

Add the minaudière to my bag

Tell me about the earrings



LIVE EXPERIENCE



CURATED BUNDLE - 3 ITEMS




TOTAL

Since you're attending t... \$15000.00

Add bundle to cart

MAISON TACHIBANA

Quick Checkout


	Hana Minaudière Tachibana	USD 3,600
	Hana Drop Earrings Tachibana	USD 4,200
	Tachibana Voyage Tachibana	USD 7,200


Payment	VISA •••• 4242
Ship to	San Francisco, CA
Total	USD 15,000


CONFIRM PURCHASE

CANCEL


 Personalized Marketing Advisor

 **Sarah Chen**
sarah.chen@email.com PENDING REVIEW


 **Wedding – Kyoto, Japan · attending as guest** this fall **in 128 days**

 **MARKETING FLOW TIMELINE**

Personalized Marketing Advisor

 **Sarah Chen**
sarah.chen@email.com

PENDING REVIEW

 **Wedding – Kyoto, Japan · attending as guest** this fall **in 128 days**

Audience: Sarah Chen (1:1 segment) · Maison Circle · white-glove

MARKETING FLOW TIMELINE

```
graph LR; 1[1 Email] -- "+3 days" --> 2[2 Push]; 2 -- "+7 days" --> 3[3 Media / Ads]; 3 -- "+14 days" --> 4[4 SMS clienteling]; 4 --> Complete[Complete];
```

STEP 1 · EMAIL - CUSTOMER VIEW

Maison Tachibana Today

To: Sarah Chen <sarah.chen@email.com>

Sarah - your Kyoto edit, curated.



Dear Sarah,




We hear you're traveling to Kyoto this autumn to celebrate a dear friend's wedding. What a moment - the temples in their fall colour, an evening reception, a gift chosen with care.

We've curated a small edit for the occasion: refined pieces for the guest, something considered for the couple, and quiet luxuries for the journey there and back.

STEP 1 · EMAIL – CUSTOMER VIEW

...friend's wedding. What a moment — the temples in their hair colour, an evening reception, a gift chosen with care.

We've curated a small edit for the occasion: refined pieces for the guest, something considered for the couple, and quiet luxuries for the journey there and back.



Kiri Leather Tote Travel Fragrance Case Silk Evening Wrap

With love,
The Maison Tachibana Team

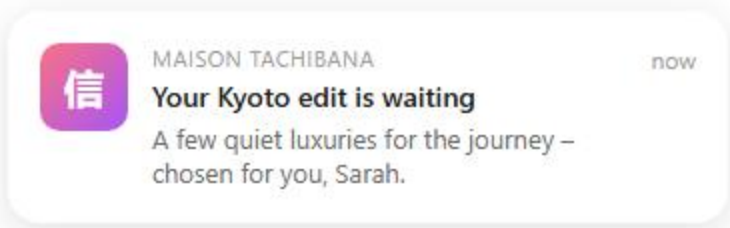
MAISON TACHIBANA
The art of the considered gift.

[Unsubscribe](#) | [View in Browser](#) | [Privacy Policy](#)

Maison Tachibana · Ginza, Tokyo

MAISON TACHIBANA
The art of the considered gift.
Unsubscribe | View in Browser | Privacy Policy
Maison Tachibana · Ginza, Tokyo

STEP 2 · PUSH NOTIFICATION – CUSTOMER VIEW



MAISON TACHIBANA now
Your Kyoto edit is waiting
A few quiet luxuries for the journey – chosen for you, Sarah.

STEP 3 · PAID MEDIA – ACTIVATION

MERKURY Paid Media Activation



Connected TV + Social 1:1 addressable reach
15s video · responsive display

CREATIVE BRIEF

Reinforce the Kyoto edit with cinematic autumn visuals – temple light, travel, the considered gift. Suppress if Sarah has already purchased. Platinum-tier audience, 1:1 addressable via Merkury identity.

STEP 3 · PAID MEDIA – ACTIVATION

MERKURY Paid Media Activation

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MARKETER VIEW · APPROVAL INBOX

Sarah Chen sarah.chen@email.com 4 STEPS This Month 91% AI

Step 1 of 4 · Email Send +0 days

EVENT CONTEXT
 Attending a friend's wedding in Kyoto, Japan this fall as a guest (in 128 days).
Platinum loyalty · high gift propensity · responds to editorial tone. Curated 1:1.

× Decline ✓ Approve All Steps ✓ Approve ➤ Approve & Send

STEP 3 · PAID MEDIA – ACTIVATION

MERKURY Paid Media Activation

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Platinum loyalty · high gift propensity · responds to editorial tone. Curated 1:1.

Decline Approve All Steps Approve Approve & Send

One captured event → orchestrated across channels.

BUILT ON SALESFORCE HEADLESS 360

Most of what you just saw, we built *conversationally* – through the CLI and APIs.

Headless 360 exposes the entire platform as an API, MCP tool, or CLI command – so people and agents compose Customer 360 directly, no browser required.

B2C Commerce

Storefronts · Cart & Checkout · Order Management · Catalog & Pricing

Storefront Next

Composable PWA · Headless APIs · Page Designer · Agentic-first

Agentforce

Agent Builder · Reasoning engine · MCP tool-calling · Trust Layer

Marketing Cloud Advanced

Journeys · Clienteling App · Custom Journey Advisor · Segments

Data 360

Unified profile · Identity resolution · Zero-copy federation · Calculated insights

Personalization

Web & email decisioning · Einstein recipes · Affinities · Real-time

Service

Case Management · Knowledge · Agentforce Service Agent

Loyalty

Promotion Tiers · Ledgers · Vouchers · Member Benefits

Merkury

Identity graph · 3rd-party append · Anonymous recognition · Privacy-safe ID

In days – not months or years.

ARCHITECTURE & GOVERNANCE

What you just saw runs in the browser. The part that decides whether it ships in *production* – lives underneath.

01

The experience

Where shopper + advisor meet

- Storefront
- AI Retail Advisor
- Clienteling console
- Email · SMS · CTV



02 · TODAY'S FOCUS

The brain

Apps + agents on one unified profile.

- Commerce Cloud
- Marketing Cloud
- +
- Agentforce

All grounded in **one unified shopper profile** – federated to wherever your data lives today.



03

Guardrails

Trust Layer – non-negotiable in luxury.

- Brand voice
- Audit trail
- Zero data retention
- Compliance-ready

THE FOUNDATION

The agent doesn't sit *next to* the storefront. It sits *inside* it.

PILOT NOW · GA JUN 2026

Storefront Next

- → Composable React storefront
- → **<30 min** to stand up
- → **66% faster PDP** vs Google's 2.5s threshold
- → 40+ pre-built agent skills + MCP server

COMMERCE ROADMAP

Cimulate

- → **LLM-native discovery** layer
- → Closed Q1 · coming into Commerce Cloud
- → One signal – we are *not* done investing

PRODUCTION-READY · B2C COMMERCE

Pre-built agents

- → **Personal Shopper** – 24/7 conversational discovery, embedded PDP/PLP, WISMO, order history
- → **Merchant Agent** – agentic merchandising, catalog optimization, campaign & promo management
- → AI Retail Advisor extends w/ clienteling, brand-voice, white-glove logistics

Native catalog · pricing · inventory · promotions · orders · payments – *everything the agent needs to actually transact.*



ACCESSIBLE LUXURY · 100-COUNTRY SCALE

Pandora. Clara + Gemma.

Two agents. Two specific jobs. One brand voice.

60%

autonomous
deflection

+10_{pt}

NPS
lift

22%

total sales
via Commerce

2

named agents
in prod

"This is the internet again. This is electricity. It's that level of change."

DAVID WALMSLEY · CDTO, PANDORA

THE OCCASION-BASED ANALOG

Williams-Sonoma's *Olive*.

Not luxury. The closest production occasion-based pattern – **scales 1:1 to your category.**

60 days

kickoff to live

10K

conversations / day

65%

autonomous resolution

25%

MoM growth

"plan my dinner party" → "plan my anniversary trip" → "dress me for the gala"



THE LUXURY DIFFERENTIATOR

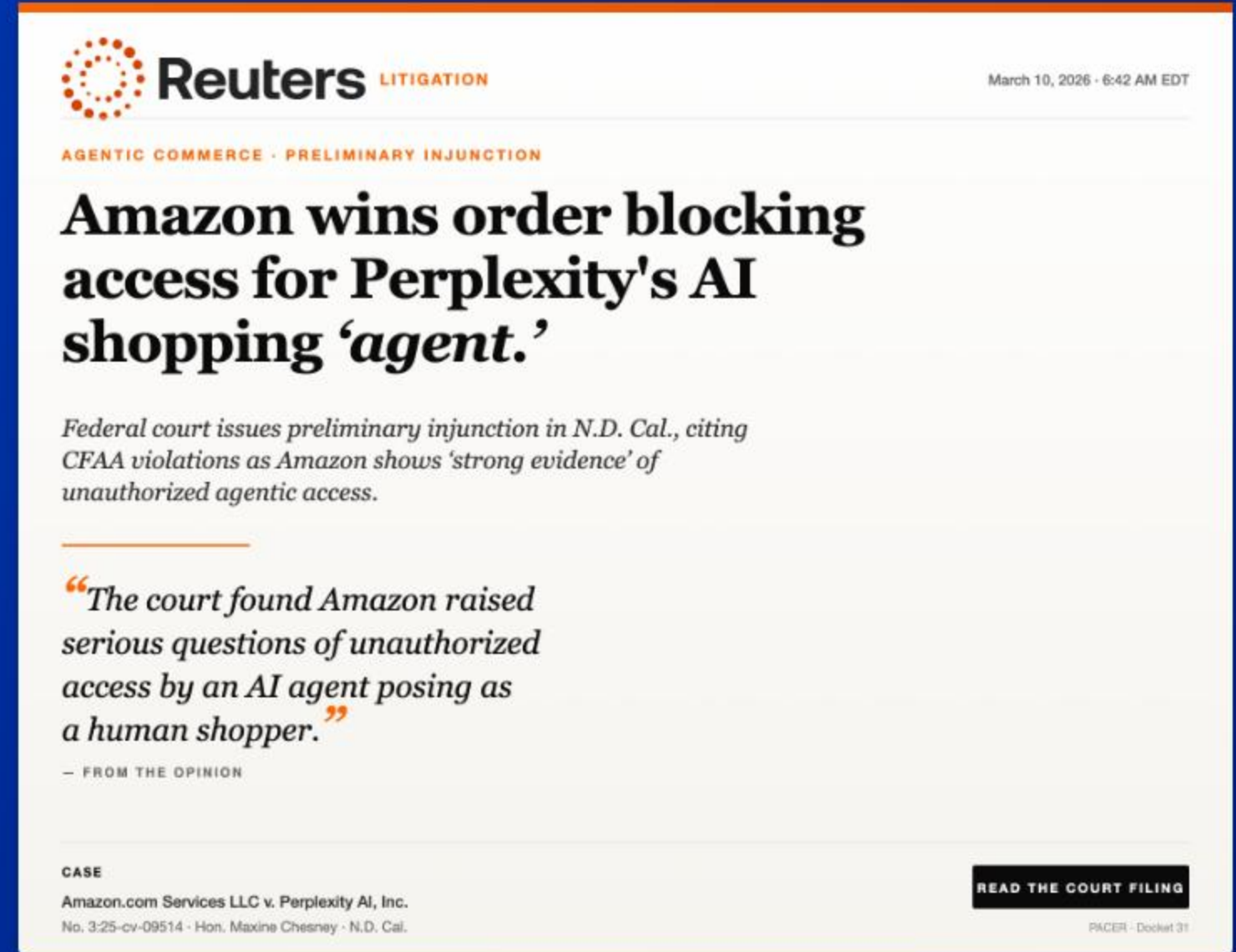
Governance is the *whole game* in luxury.

Every interaction reflects on a brand that's spent decades – sometimes centuries – building equity. The brand can't be talked over by a model that hallucinated a material, mispriced a piece, or said something off-tone.

FEDERAL COURT · MARCH 2026 · AGENTIC-COMMERCE PRECEDENT

Amazon won an injunction against Perplexity's shopping agent for impersonating human shoppers.

The agent has access to *everything* about your customer.
Governance decides what it actually does.



Reuters LITIGATION March 10, 2026 · 6:42 AM EDT

AGENTIC COMMERCE · PRELIMINARY INJUNCTION

Amazon wins order blocking access for Perplexity's AI shopping 'agent.'

Federal court issues preliminary injunction in N.D. Cal., citing CFAA violations as Amazon shows 'strong evidence' of unauthorized agentic access.

"The court found Amazon raised serious questions of unauthorized access by an AI agent posing as a human shopper."

— FROM THE OPINION

CASE
 Amazon.com Services LLC v. Perplexity AI, Inc.
 No. 3:25-cv-09514 · Hon. Maxine Chesney · N.D. Cal.

[READ THE COURT FILING](#)

PACER · Docket 31

THE LUXURY DIFFERENTIATOR

4 things the Salesforce Trust Layer does that other platforms don't.

01

Action attribution

Every agent action ties to the human user who deployed it. When compliance asks "*who did this?*" – name on your team.

02

Dynamic grounding · sharing rules

Agents see only what the user is authorized to see. CRM permissions extend to AI. **No leakage** across regions, brands, or VIP segments.

03

Brand-voice · toxicity · injection defense

Pre-screened content libraries for high-stakes responses. Real-time toxicity detection. Prompt-injection defense – *before* the LLM call.

04

Zero data retention with LLM partners

Your customer data **does not train a third-party model**. Ever.

An *activation*. Not a rip-and-replace.

1

Audit your luxury journey.

Pick the moments that break today – anniversary gift, made-to-measure handoff, clienteling memory, post-purchase concierge. Name the gap before you name the platform.

2

Stand up *one* agent against *one* moment.

Not seven agents. Not a multi-quarter program. One occasion-based agent, governed by your brand voice, grounded in your catalog, handed off cleanly to a human. Olive shipped in 60 days. Clara in six weeks. The agent layer is the activation.



Find us at *270 Space.*

Bring one luxury moment that breaks today. We'll show you what it looks like *fixed.*