



## **H-FARM ENTERS THE CAPITAL OF DIANA CORP**

*The H-FARM Board approved the purchase of a first 10% of the e-commerce agency*

**Ca' Tron 13 December 2018.** The Board of Directors of H-FARM approved the acquisition of a first 10% of Diana E-Commerce Corporation Srl, an agency specialized in the creation, management and online sales for some of the most important fashion brands on the national and international scene. Thanks to this entry, H-FARM has the opportunity to develop its presence in the B2C market of e-commerce, which in Italy reached € 35 billion in 2017, + 11%, with an acceleration of 28% in the fashion sector.

Diana Corp, founded in 2007 by an intuition of the CEO Stefano Mocellini and Margherita Silvestri, chief creative officer, can support the customer in all phases of the creation and management of an e-commerce site, from strategy, to technology, through design, up to content and operations. The agency, official partner of Salesforce Commerce Cloud, has among its clients brands such as Sergio Rossi, Diadora, Parajumpers, GAS Jeans, Ermanno Scervino, Bugatti and the brands of Chiara Ferragni and Valentino Rossi. It has a premium and innovative technological architecture, which allows to offer modular, scalable and always updated solutions. Today it is present all over the world with offices in Venice, Milan and New York and has achieved a turnover of 13 million euros in 2017.