

INTERNET

Which brands had the highest social media engagement during London Fashion Week?

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Instagram post from Burberry for spring/summer 2016 LFW

By STAFF REPORTS

During London Fashion Week, some brands were more successful than others at rising above the social media clutter.

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Burberry, Sophia Webster and Atelier Swarovski were among the labels with the highest consumer engagement across social platforms during the event Sept. 18-22, as measured by Shareablee. With a bevy of posts generated during each successive fashion week, from brands, attendees and the audience at home, having worthwhile, unique content can ensure that consumers pay attention to a label's own voice.

Audience participation

In general, London Fashion Week designers have seen an increase of 186 percent in engagement during the spring/summer 2016 season, compared to fall/winter 2015.

Topshop outperformed high fashion labels online, capturing 1.4 million total engagements across Twitter, Facebook and Instagram, including likes, comments, shares, retweets and favorites. Burberry was a close second with 1.3 million

engagements, with the top two responsible for 79 percent of total interactions from London Fashion Week designers.

Instagram was the platform of choice, generating 96 percent of all engagement.

While most of Topshop's engagement came from Instagram, Burberry dominated Twitter and Facebook. Particularly successful on Facebook were photos and videos leading up to the runway, while Twitter shots of models on and off the runway were popular.

Belstaff, while ranked 10th, had the highest engagement for a Facebook post out of any London Fashion Week designer, when it released its "Outlaws" film ([see story](#)).



Belstaff "Outlaws"

Rounding out the top 10 were Sophia Webster, Vivienne Westwood, J.W. Anderson, Mary Katrantzou, Atelier Swarovski, KTZ, Hunter Boots and Belstaff, in order.

Media brands were also studied. Vogue magazine boasted the highest engagement on an Instagram post among media outlets during the week when it shared about London high tea, while British Vogue's post allowing consumers to watch Burberry's show earned it the top spot on Facebook.

Instagram is eclipsing Facebook and Twitter in usage among fashion labels, the platform where they typically see the most engaged fans.

Beauty and fashion marketers continue to be enamored by Instagram's organic reach, with 95 and 98 percent of brands in those sectors operating accounts, according to a recent report by L2.

Instagram has presented marketers with a platform that is more engaging than Facebook or Twitter with fashion labels growing their communities by 27 percent to 2 million followers and beauty brands increasing by 30 percent, or 600,000 individuals. The popular application, which boasts 300 million monthly users, recently announced plans to open the platform to create a stronger relationship with all advertisers through the use of direct response within advertisements to grow revenue opportunities ([see story](#)).