

MARKETING

Social influencer content outperforms designers on Instagram: report

February 22, 2017

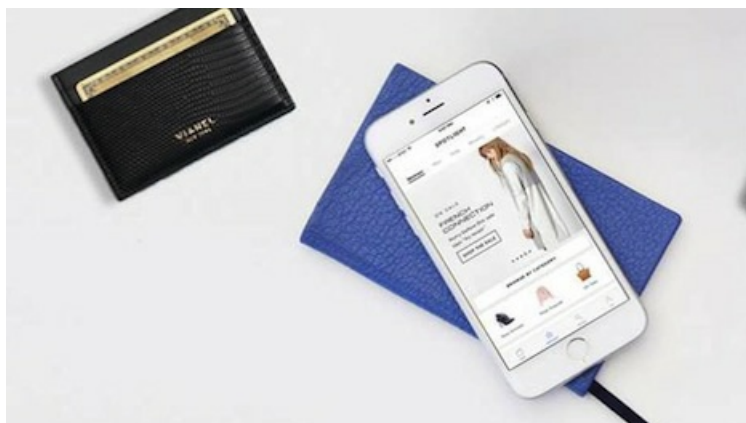


Photo courtesy of Fashionbi

By BRIELLE JAEKEL

Plus-sized model and social media influencer Iskra lead the way for the top content coming out on Instagram from New York Fashion Week, as influencer content saw the most engagement well beyond designer content, according to Chute.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

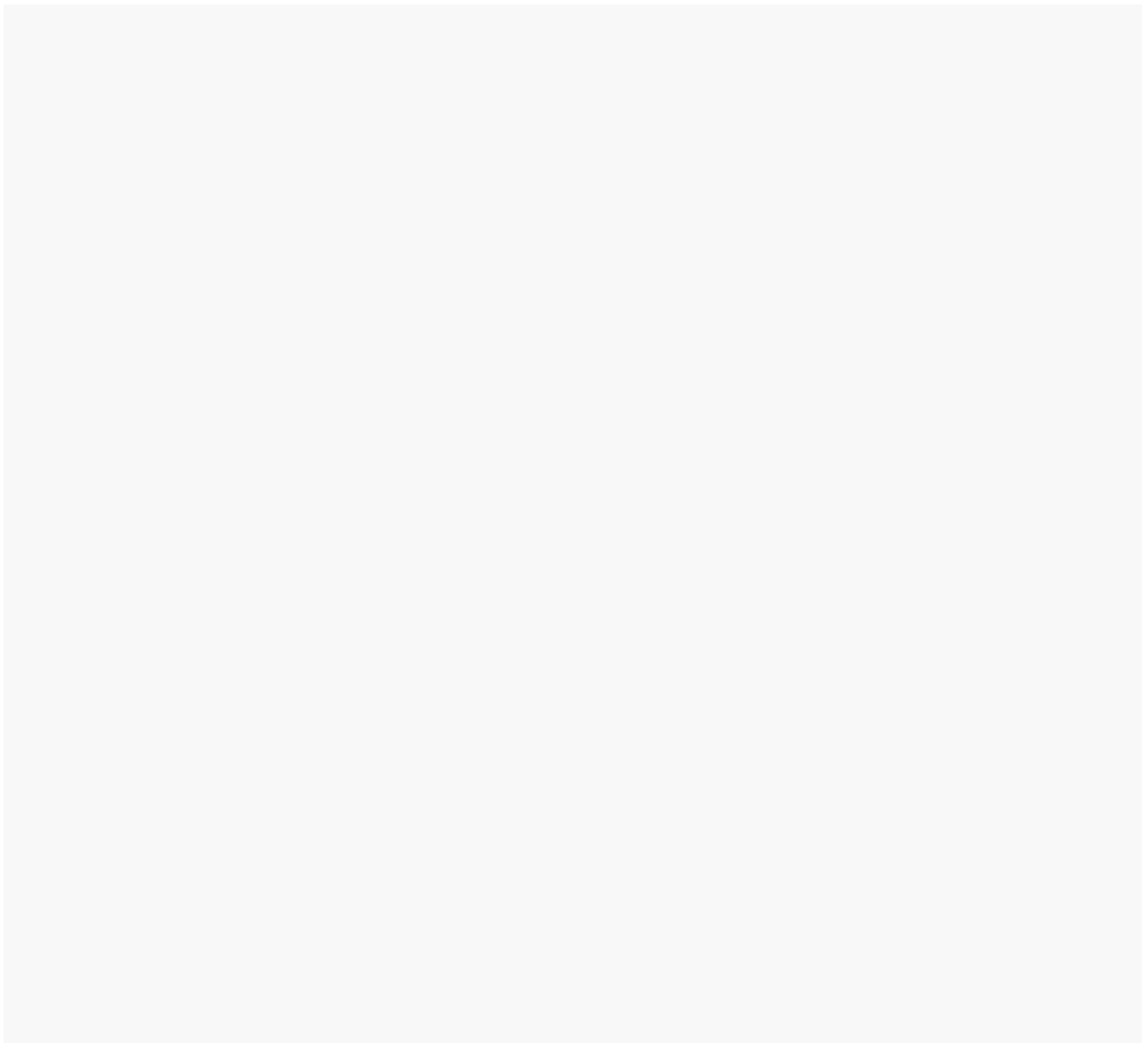
Michael Kors and Vogue were the luxury brands amongst the top content creators who saw the most engagement surrounding NYFW. Fashion Blogger was the top hashtag discussed in relation to Fashion Week, alluding to the rise of importance of fashion blogger Instagram influencers for NYFW.

"The biggest takeaway brands can get from this is the importance of authenticity in marketing a brand - even a luxury one," said Monica Watson, senior manager of content at Chute. "When looking at the top brands, especially the designers that had runway presentations, the photos that got them on that list were none of the ones from their productions or from photo shoots.

"Instead, it was a combination of candid photos and influential models that got them so much engagement and consumer love. And actually, the only photo or video of a runway show in the top 50 was one shared by influencer and model Iskra from the Chromat show," she said.

NYFW and social

Twenty-five percent of social media content related to NYFW included the hashtag #FashionBlogger. The hashtag #Model came in second behind #FashionBlogger at 15 percent, with #Fashion Show and #StreetStyle coming in just behind at 13 percent and 12 percent respectively.

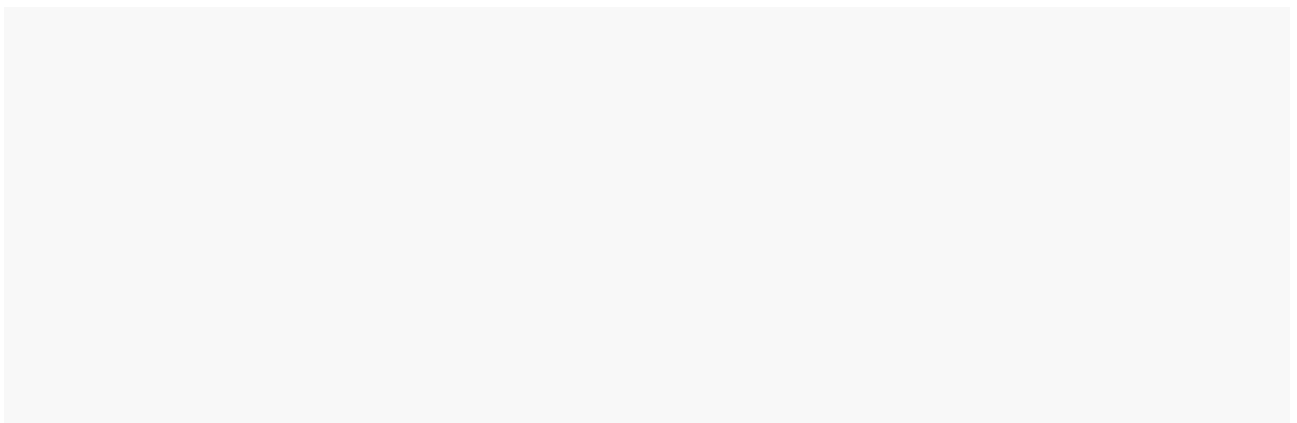


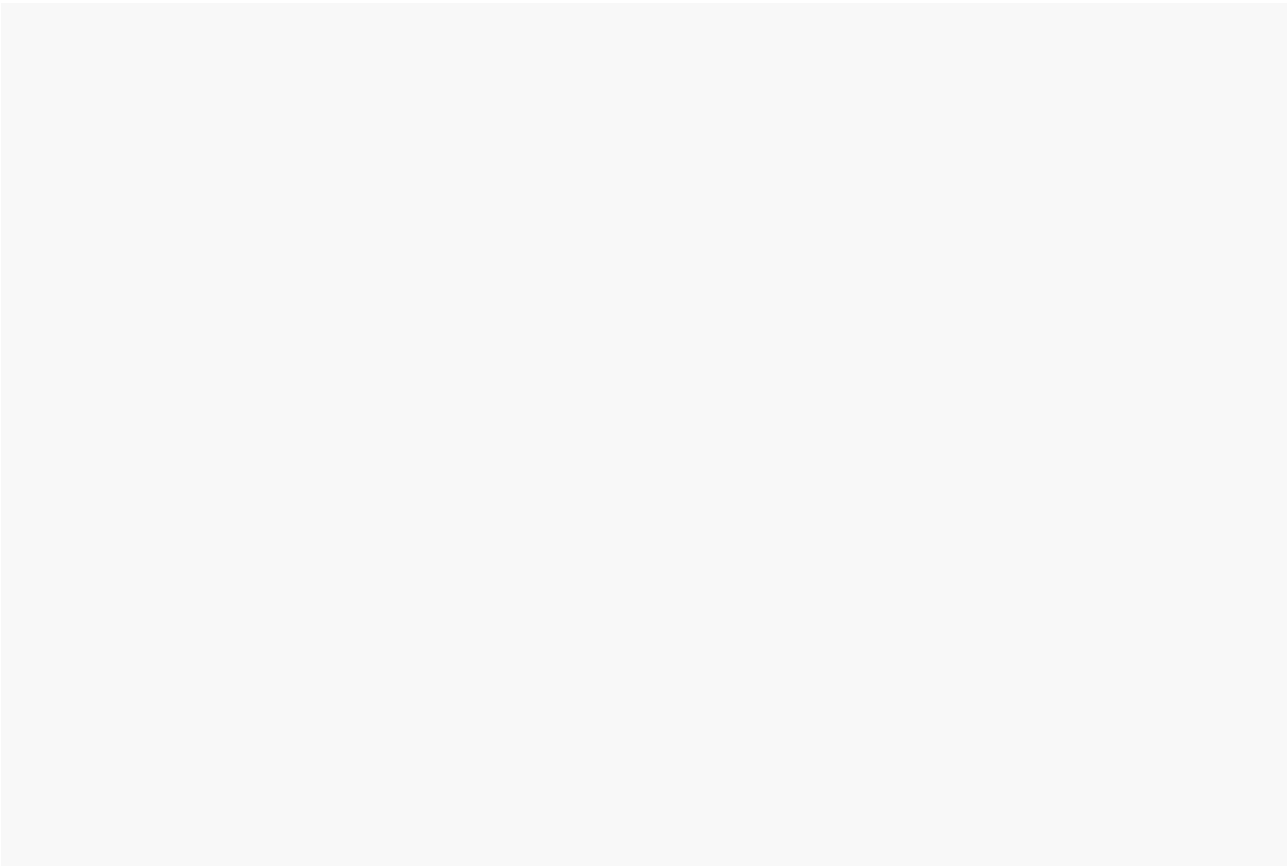
In a snap with @KendallJenner. #AllAccessKors #NYFW

A post shared by Michael Kors (@michaelkors) on Feb 21, 2017 at 10:21am PST

Fashion YouTube Amanda Steele followed Iskra in top influencer creators at second place; ahead of blogger and YouTuber Camilla Coelho and reality star Kris Jenner.

Iskra shared a video of her walking in the Chromat show and saw a substantial number of views. The video was the only runway-related photo or video in the top 50 images of the week.





what a dream come to true to walk for @csiriano thank you Christian this means the world to walk for you in one of your beautiful creations. Thank you for dressing and celebrating diversity you have seriously raised the bar so proud to have been part of your show @nyfw ? #everyBODYisbeautiful

A post shared by i s k r a (@iskra) on Feb 12, 2017 at 8:35am PST

While Vogue and Michael Kors did make the top five as content producers during NYFW on Instagram, the top spot went to makeup brand MAC and the second to fast-fashion brand H&M.

U.S. fashion label Michael Kors shared its fall 2017 runway presentation far and wide by livestreaming the New York Fashion Week show across a range of social platforms.

For its Feb. 15 runway show held at Spring Studios, Michael Kors livestreamed the event on its Web site as well YouTube Live, Facebook Live and Twitter, a first for a fashion brand. In December, Twitter introduced the ability to record live video in an immersive 360-degree format on its streaming application, Periscope ([see story](#)).

Content has dramatically increased since last year's event and even September's fashion show. February 2016 saw more than 205,000 posts on Instagram regarding NYFW and this year it has more than doubled with 545,000 posts.

September 2016 saw 359,000 posts.

There was a significant decrease in the amount of street style content. Last year 17 percent of content on Instagram included models and 16 percent were street style.

The percentage of runway/fashion show photography remained the same.

Instagram and NYFW

New York Fashion Week is continuing to grow as a conversation starter on social media, meaning that more brands may alter production schedules in deference to the audience, according to a report from L2.

Data from marketing agency Pixlee shows that the Feb. 11-18 New York Fashion Week last year reached more than 659 million people across Twitter and Instagram with #NYFW and #NYFW16, with reach almost 10 times that the previous September. As social media continues to expose new products to a wider audience, brands must consider making new collections available to consumers closer to the runway show ([see more](#)).

"One of the most surprising findings was the prevalence of bloggers with #FashionBlogger making up 25 percent of

the posts," Ms. Watson said. "That's very much so a larger than normal percentage than what we normally see for any topic.

"Last season, there was a bit of controversy over the place of bloggers in Fashion Week, but I think this is really showing that these creators are not going anywhere, but that they're also a massive influence and importance around the public discussion of these events," she said.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.