

APPAREL AND ACCESSORIES

Chanel boasted most free publicity among luxury labels in March

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Chanel rocketed to the top of the list for EMV thanks partly to its fall/winter 2017 show. Image credit: Chanel

By STAFF REPORTS

French fashion house Chanel's fall/winter 2017 fashion show alone gave the brand more than \$7 million worth of earned media, as the space travel-themed spectacle got influencers posting.

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According to Tribe Dynamics' March rankings of earned media value (EMV), which assigns dollar amounts to mentions and engagement on digital media, Chanel received more than \$61 million in mentions, likes comments and shares, putting it at the head of the pack. Combined, the top 10 labels received more than \$325 million in free promotion during March.

Word of mouth

Chanel's EMV grew 21 percent over the previous year. However, second place Gucci saw the highest growth of any of the top 10 brands, with a 178 percent bump.

The rest of the top 10 includes Dior, Saint Laurent, Louis Vuitton, Marc Jacobs, Dolce & Gabbana, Cline, Chlo and Balmain, in order.

In retail, Nordstrom came in second with almost \$23 million in EMV, Net-A-Porter came in sixth and Saks Fifth Avenue and Neiman Marcus rounded out the top 10 in the last two spots. Some of the initiatives driving Net-A-Porter's word of mouth online were its exclusives, including the Vetements x Manolo Blahnik launch ([see story](#)).



Vetements + Manolo Blahnik satin boots. Image credits: Net-A-Porter

Both luxury labels and retailers today receive the bulk of their earned media through Instagram, with Gucci gaining \$49 million of its total \$57.6 million worth of publicity through the channel.

Luxury campaigns perform much better than mass brands' efforts on Instagram, with a 30 percent higher performance rate, according to a new report from HelloSociety.

HelloSociety's report looks at the difference in performance from luxury brands on Instagram and Pinterest. The data found that luxury brands can particularly benefit from influencer marketing campaigns on the two platforms due to their aspirational nature ([see story](#)).