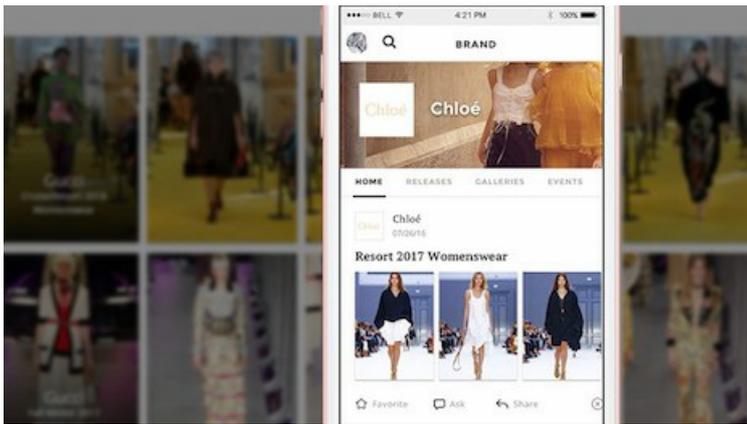


APPAREL AND ACCESSORIES

GPS Radar streamlines fashion week for industry insiders through expanded features

September 6, 2017



Chlo brand profile on GPS Radar. Image courtesy of Launchmetrics

By SARAH JONES

Ahead of the fashion week spree, Launchmetrics is giving brands additional opportunities to connect with influential individuals in the industry through its GPS Radar platforms.

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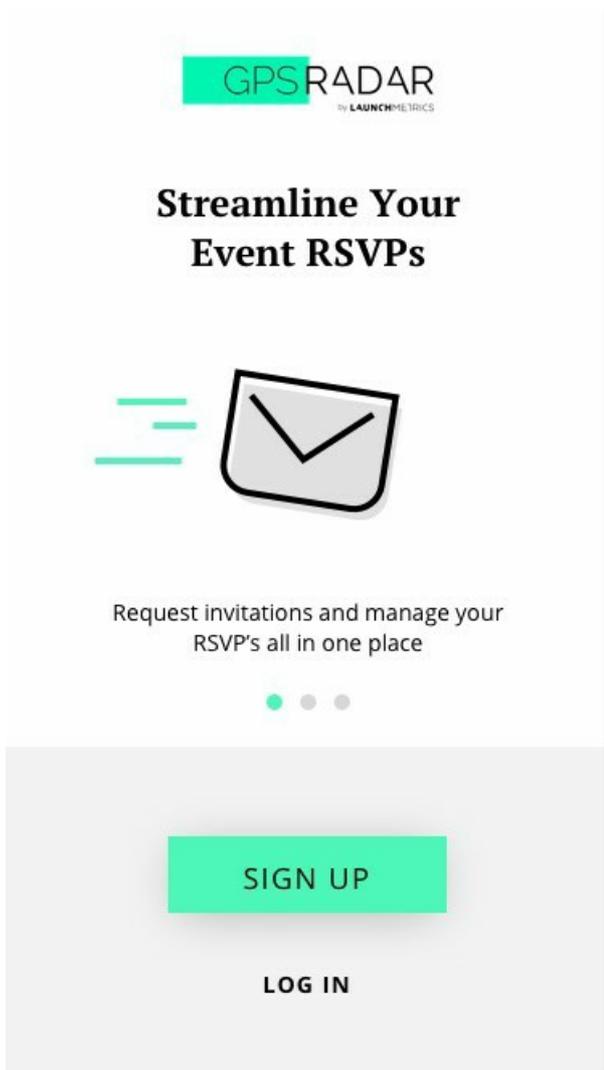
Originally launched in 2006, the site and companion application act as a centralized resource for the runway shows, giving members the ability to track and request invitations as well as find more information about a particular label's runway looks. Along with other additions, an updated version of the app launched Sept. 4 includes the addition of brand profiles, allowing companies themselves to share that latest with interested influencers and media.

"Launchmetrics debuted a new version of the GPS Radar desktop platform a few months ago and we have spent the time since launch seeing what editors think the most valuable features are and we wanted to launch an app to complement all of these great features and make sure everyone had it just in time for fashion week, when traffic is at its highest," said Jessica Michault, senior vice president of industry relations at [Launchmetrics](#), Paris.

Community and content

Launchmetrics was formed after influencer marketing firm Augure linked with Fashion GPS in 2016. The company is focused on providing data, insights and technology to help the fashion industry run smoother, and its suite of solutions has been used by brands including Vogue, Tiffany & Co. and Dior.

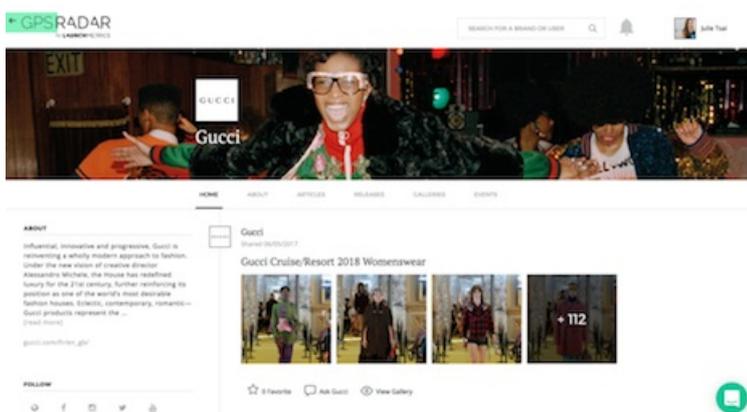
GPS Radar is designed solely for those who are within the industry, whether they are from brands, the media or retailers. Individuals apply for access to the Web site and app, which then grants them entrance to the digital meeting space that currently counts more than 40,000 members.



GPS Radar landing page. Image courtesy of Launchmetrics

Much like social media, users can post links to event information, press releases and new collections, and the community can favorite items and send messages to posters. For instance, if a journalist would like more information about a press release or wishes to request a physical sample, they can get in touch with a brand.

New this fashion season, brands can coordinate with GPS Radar to create a free profile on the app, allowing them to centralize their events, photo galleries and press releases. Consumers who are interested in a particular label can follow the brand from this page to keep up to date on their latest activities.



Gucci brand page on GPS Radar. Image credit: Launchmetrics

Members can also request invitations to shows and events. Along with allowing for RSVPs, consumers can access their invitations and also send directions to their phone's calendar.

Through the app, insiders will be updated while the runway shows are happening in New York, London, Milan and Paris, providing members with imagery that they can use on social media. New to the platform are tags, which allow

editors or influencers to find items within the photo gallery by searching for keywords such as trends.

"Nowadays editors are looking for information, contacts and brand news at all hours of the day to file their articles," Ms. Michault said. "The profile pages make sure that each brand can stay in control of their label's narrative.

"The pages will also facilitate content creation as all of their look books press releases, PR contacts, news and events will be in one easy to use place, which is a dream come true for a writer on deadline."

Influential individuals

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

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 ([see story](#)).

Having accessibility to influencers and journalists can help brands generate valuable publicity.

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.

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 ([see story](#)).

"I think in the beginning Radar was a place where you could come and consume content," Ms. Michault said. "Now it's a place where you can come share content and connect with others in the industry as well as brands.

"I'd say when GPS Radar started it was about RSVPing to invitations and scheduling events," she said. "Now, with a new editorial component, precise image tagging, mood boards, a press release feature and a member's generated feed, GPS Radar really is the online community for the fashion, luxury and cosmetics industry."