

MARKETING

Dior, Chanel top luxury brands in Instagram's Year in Review

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Dior was the number one brand on Instagram this year while Chanel was the most followed. Image credit: Dior

By DANNY PARISI

Dior, Herms and Louis Vuitton are among the top three luxury brands on Instagram this year in terms of engagement, with Chanel coming in as the luxury brand with the most number of followers.

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According to the social media platform's year in review, these three brands beat out all the others through a combination of engaging content and capitalizing on buzz-worthy trends. Instagram continues to be one of the most successful and influential social media platforms for luxury brands as it provides a direct visual connection between consumers and products.

Buzz-worthy brands

Instagram is a powerful platform for luxury brands.

The platform's immediate, visual appeal and aspirational design is the perfect medium to introduce potential customers to fashion products and their appeals through branded posts and influencer marketing.

Instagram has released its year in review, laying out the top brands of the year in terms of engagement as well as follower count.



Hermès came in second on the list. Image credit: Fashionbi

For the most buzzed-about brands, Dior, Hermès and Louis Vuitton took the top three spots, in that order. Many have already attributed the buzz around Dior to high-profile, politically minded moves such as the brand's famous "We should all be feminists" T-shirt.

For most-followed brands, Chanel, Louis Vuitton and Gucci took the top three spots with 25 million, 19 million and 18 million followers respectively, with Chanel gaining almost 10 million followers just in the last year.

While Chanel has a significant lead on the second and third place brands, Louis Vuitton's presence in the top three on both the most followed and most buzzed-about lists shows that it has both the ability to generate attention while also translating that buzz into concrete follows.

The year ahead

Dior's status as the top brand on Instagram is unsurprising given its track record this year.

Dior expanded its Instagram footprint further with the creation of a perfume-centric account.

Since the launch of its makeup Instagram profile last year, Dior has since added accounts for its children's wear and menswear, creating spaces to serve up content to a more specific audience. Now, the brand is reaching out to fragrance aficionados with its newly created @DiorParfums handle ([see story](#)).

Instagram has become the fastest growing mobile application, and today it counts 800 million active monthly users, 80 percent of whom are living outside of the United States.



Chanel has more than 25 million followers. Image credit: Chanel

The social media platform has outpaced magazines as the source of consumers' inspiration, with U.S. consumers

more apt to look at Instagram than glossies to find ideas, according to a Facebook-sponsored study by Kantar Millward Brown ([see story](#)).

Earlier this year, Instagram celebrated the one-year anniversary of its Stories feature, which allows brands to gain greater visibility and a stronger connection with consumers.

The fleeting nature of the Instagram Stories feature, which sees posts disappearing within 24 hours, allows for a more personal connection between brand and consumer as well as creating greater immediacy. Coupled with its live video feature, brands are leveraging Instagram Stories in unique ways that are extremely appealing to users if done correctly ([see story](#)).

As the year comes to a close, the brands that did not make the top of the pack in Instagram's year in review will have to pick up the pace and take a lesson from the likes of Dior, Chanel and Louis Vuitton if they want to have similar success on Instagram.

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