

APPAREL AND ACCESSORIES

Gucci's blogger gifting boosts digital word-of-mouth in January

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Gucci made Jeffree Star custom luggage. Image credit: Jeffree Star

By STAFF REPORTS

Italian fashion label Gucci received the most digital earned media of any luxury label in January thanks to its collaboration with a well-known beauty blogger.

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Gucci gifted influencer and makeup entrepreneur Jeffree Star with a set of custom pink luggage, and the personality drove \$1.6 million in earned media as he posted about his experience with the brand. In recent months, Gucci has been topping Tribe Dynamics' rankings of earned media, showing the marketing and word-of-mouth impact of the brand's buzzy moves.

Media matchup

Gucci came in first for earned media value among luxury fashion labels with \$55.7 million in publicity and engagement. Dior came in behind it with \$40.8 million in earned media.

Whereas Gucci saw the most traction on Instagram and Pinterest, Versace pulled ahead of the pack on Twitter, Facebook and blogs. Dior also led the rankings on YouTube.

Gucci's leadership position was aided partly by Mr. Star, who posted a total of 32 pieces of content about the brand, including a YouTube video about his experience and haul. Within the vlog, broadcast to his millions of followers, he talks about the brand's attention to detail, including getting the precise shade of pink.

Dior earned a portion of its digital publicity from the launch of its Capture Youth line. To debut the new skincare collection, the brand worked with influencers including Winnie Harlow and Capture Youth spokesmodel Cara Delevingne.



Cara Delevingne is the embodiment of youthfulness. Image credit: Dior

Chanel's earned media dropped 26 percent from January 2017, but the couture label still came in third overall with \$39 million in earned media. Chanel saw traction from the opening event for its Mademoiselle Privé exhibit in Seoul, during which influencers such as Irene Kim and Kaia Gerber posted.

Gucci experienced a 30 percent growth year-over-year in earned media in December, with \$66 million in organic mentions and engagement. This data comes from Tribe Dynamics' report on the top 10 luxury brands of the year in terms of social marketing and earned media value ([see story](#)).

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