

APPAREL AND ACCESSORIES

Which brands drove the most buzz during fashion month?

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Gucci's special effects had people talking. Image credit: Gucci

By SARAH JONES

Ralph Lauren, Burberry, Gucci and Balmain were the brands that gained the most media value during their respective fashion weeks, according to data from Launchmetrics.

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Fashion weeks have gone from being VIP-only events to public affairs thanks to live streaming and social media, resulting in significant mentions and engagement between brands and consumers. From influencer partnerships to stunts, brands that rose above the noise found ways to stand out amid a crowded calendar.

"Today fashion shows are not just about reaching the industry but how you can use this international marketing platform to connect your consumer through digital as well as other non-traditional marketing channels," said Alison Levy, chief marketing officer at **Launchmetrics**, London. "At Launchmetrics we believe there are four main voices a brand must activate to reach their consumer and inevitably increase the consumer's share of wallet.

"That said, it's key for brands to have a different strategy for each of these voices," she said. "As the goal varies, so must the plan.

"Last season we saw that Ralph Lauren and Gucci were among the top brands generating MIV specifically in relation to the part derived from their owned media channels. While Ralph Lauren focused more on a content plan linked to their 'see-now, buy-now' campaign making their posts shop-able for the follower, Gucci worked with an influencer to help leverage their notoriety to build the buzz for their owned channel."

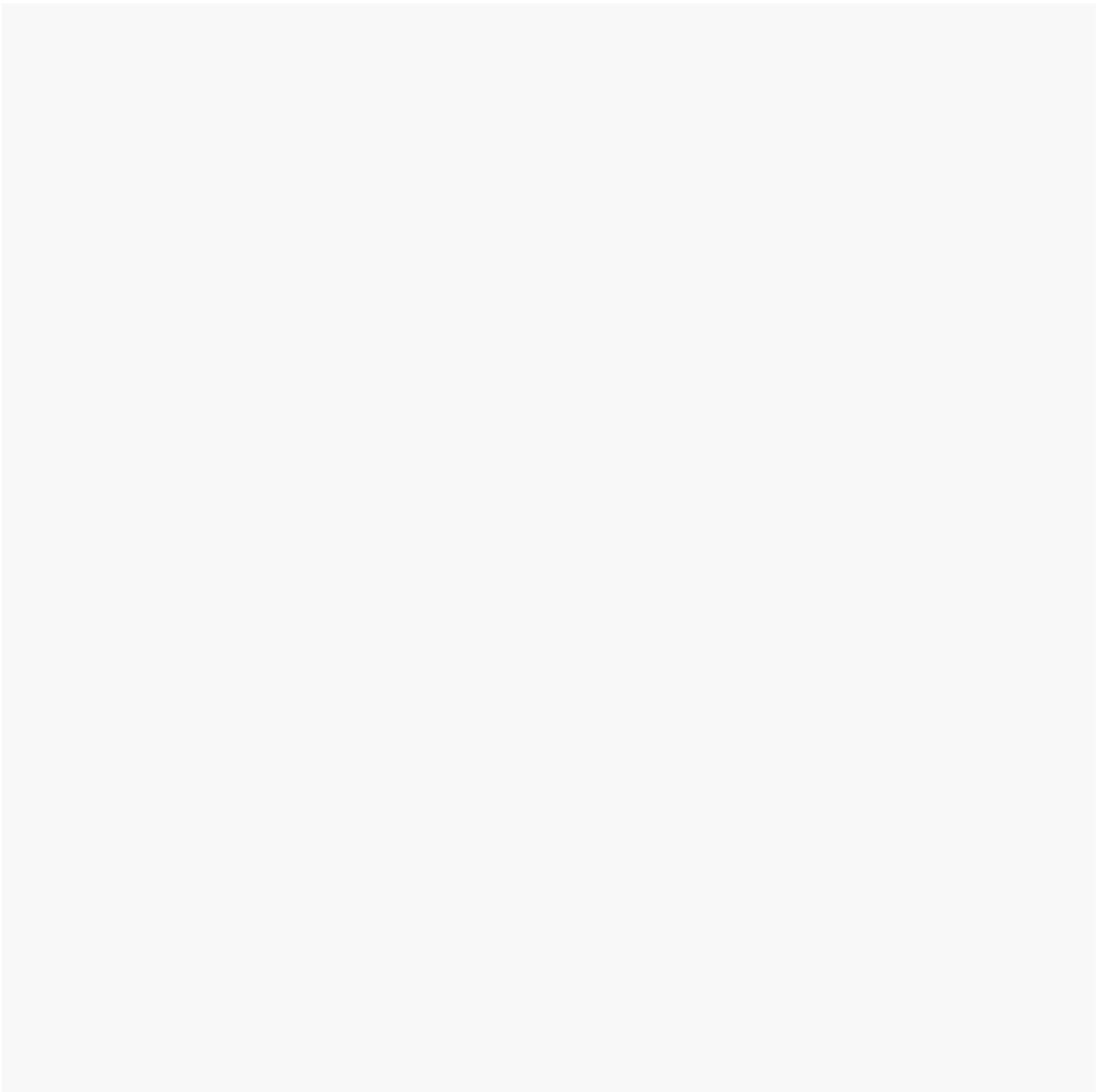
Media metrics

Launchmetrics' Media Impact Value measures placements across channels, including print, online and social.

Gucci drove the most MIV of all brands during the February and March events for its fall/winter 2018 show, generating almost \$5 million in placements. Set in a venue that resembled an operating room, the brand's runway featured models carrying replicas of their own heads and lifelike dragons.

New York Fashion Week appears to have created the most conversation of all the four major fashion weeks, with the hashtag #NYFW mentioned 176,000 times on Instagram and almost 306,000 times on Twitter.

Ralph Lauren's Instagram account accrued the most MIV in New York, with \$1.4 million in placements. While Tom Ford came in a close second, the brand saw slightly higher engagement levels.



See every look, discover the inspiration, and go backstage at the #RLSpring2018 Fashion Show exclusively at ralphlauren.com/rllrunway. Click bio link for more.

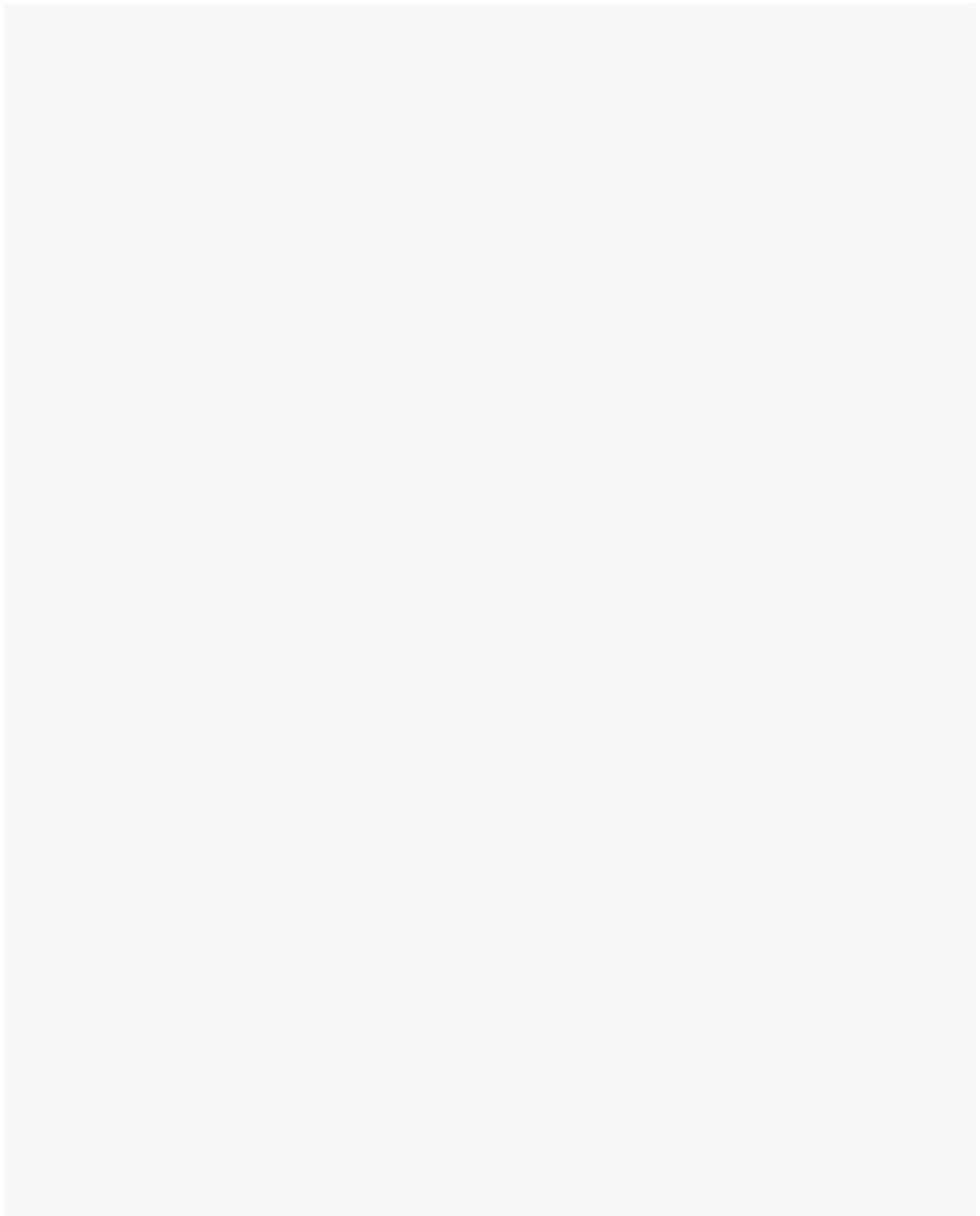
A post shared by Ralph Lauren (@ralphlauren) on Feb 14, 2018 at 5:07pm PST

Along with Instagram, Ralph Lauren's Facebook generated the fourth highest MIV during fashion week.

Celebrities including Victoria Beckham, Kim Kardashian, Millie Bobby Brown and Zendaya also saw significant media value and engagement.

Per Instagram data shared with Vogue, Calvin Klein, Marc Jacobs and Michael Kors joined Tom Ford and Ralph Lauren as the top five brands with the most mentions and engagements on the platform.

In London, Burberry's Instagram account saw the most MIV of any brand. The show marked Christopher Bailey's final collection for the house that he has led for 17 years ([see story](#)).



@CaraDelevingne leads the February 2018 show finale under Spectrum', a collaboration with @UnitedVisualArtists, and #ChristopherBailey takes his final bow for #Burberry . #BurberryShow #LFW

A post shared by Burberry (@burberry) on Feb 17, 2018 at 4:44pm PST

While Winnie Harlow was the celebrity with the most media value in London, a trending topic was the presence of Queen Elizabeth in the front row of Richard Quinn's show next to Vogue's Anna Wintour. Per Instagram, her royal highness was the most talked-about individual during London Fashion Week.

Milan saw Gucci take the lead in MIV and Instagram buzz. Following Gucci in Instagram impact were Prada, Fendi, Versace and Moschino.

In Paris, Launchmetrics determined that Balmain's Instagram account received the most media value.

According to Instagram, Chanel and Dior had the top two most mentioned and engaged-with shows. Chanel took the fall season literally, transforming the Grand Palais into a forest complete with leaves.



Chanel's fall/winter 2018 show transformed the Grand Palais into a forest. Image credit: Chanel

Louis Vuitton and Saint Laurent also drove significant Instagram conversation.

Even with the spectacle surrounding runway shows, data from Shareablee indicates that brands can also drive engagement beyond their respective fashion week.

Dior was one of the fashion brands with top engagement during all fashion weeks, while streetwear label Off-White and Versace also drove significant engagement outside of their respective shows in Paris and Milan.

Influencer initiatives

In the modern age of influencers and always-accessible celebrities working with fashion brands, luxury needs to be able to strike a balance between exclusivity and accessibility.

Data company Launchmetrics and the Council of Fashion Designers of America worked together to create a new report delving into the details of how social media, influencers and digital tools have affected the ways that luxury fashion brands communicate with consumers. At a panel the two companies hosted at Spring Studios in New York on Jan. 25, experts from across the fashion industry weighed in with their thoughts ([see story](#)).

With the rise of influencers, a number of brands have incorporated them into their fashion week social strategies.

Looking to raise the social media attention for its runway show during Paris Haute Couture week, fashion label Ralph & Russo cast an influencer in its model lineup.

Brazilian blogger Camila Coelho closed the spring/summer 2018 show on Jan. 22 in the brand's bridal gown. While many fashion labels have enlisted influencers for social media documentation of catwalks, this move by Ralph & Russo is indicative of the increasing roles these personalities are taking on via brand collaborations ([see story](#)).

"Where most brands struggle to be heard, [Ralph Lauren and Gucci] both are great examples of how one brand can stand out in the midst of an overly stimulated month of content, social media and more," Ms. Levy said. "Making sure you know what your goals are, which voice will help you achieve that goal and build a unique voice to reach it, will ensure a successful outcome for your brand."

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