

APPAREL AND ACCESSORIES

Louis Vuitton got publicity boost thanks to Virgil Abloh show

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Louis Vuitton's menswear show in June drove \$2 million in mentions. Image credit: Louis Vuitton

By STAFF REPORTS

French fashion house Louis Vuitton's menswear creative director Virgil Abloh continued to create buzz for the label, with the designer's debut show helping to boost the brand's media mentions in June.

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Louis Vuitton was the only luxury brand in Tribe Dynamics' earned media value rankings to achieve month-over-month growth, with its organic placement rising 39 percent from May to June. Indicative of interest in Mr. Abloh, the designer's own label Off-White has recently made it into the top 10 list, with the conversations surrounding it more than doubling over the past year.

Earned media

Louis Vuitton's fashion show hashtag #LVMenSS19 drove \$2 million in earned media value.

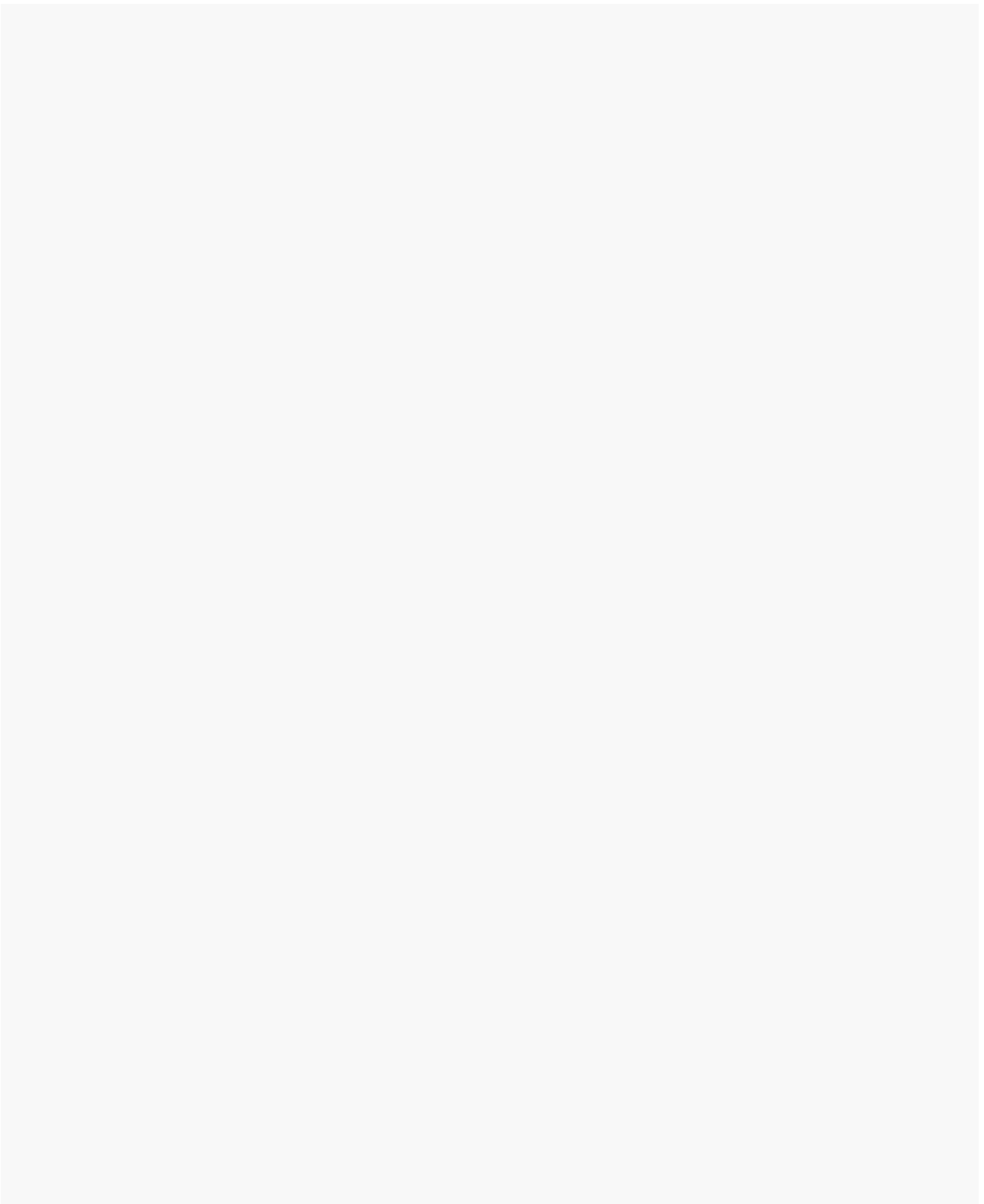
While Louis Vuitton was ranked seventh in Tribe Dynamics' May top 10, in June it rose to the third spot.

Since arriving at Louis Vuitton, Mr. Abloh has created hype around the brand.

Louis Vuitton garnered \$2 million in earned media value over five days after naming Mr. Abloh the new head of its menswear collections.

According to data from Tribe Dynamics that looked at the top 10 luxury labels in earned media value this March, Louis Vuitton's appointment boosted the brand's ranking by one spot as the announcement spurred content creation. In total, Louis Vuitton saw \$29 million in EMV throughout March, coming in fifth in the report ([see story](#)).

In addition to Louis Vuitton, Chanel has success mobilizing influencers for a fragrance launch. The brand gathered a group of social media personalities for a trip from Paris to Deauville, France to celebrate the debut of its Les Eaux de Chanel, which takes inspiration from Gabrielle "Coco" Chanel's journeys.



#leseauxdechanel in its element

A post shared by ALICE GAO (@alice_gao) on Jun 7, 2018 at 3:49pm PDT

Instagram post from Alice Gao

The trip garnered \$769,000 in earned media.

Gucci continues to top Tribe Dynamics' rankings, but recently it has been seeing a fall in year-over-year earned media. Six of the top 10 brands, including Chanel, Marc Jacobs, Saint Laurent, Dolce & Gabbana and Balenciaga, saw their EMV drop this month compared to last June.

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