

APPAREL AND ACCESSORIES

Luxury brands get boost from influencer bride

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Chiara Ferragni wore two Dior gowns. Image credit: Dior

By STAFF REPORTS

Dior and Prada are among the luxury labels getting enhanced attention for their role in celebrity influencer Chiara Ferragni's wedding.

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The Blonde Salad founder Ms. Ferragni got married to rapper Fedez, birth name Federico Leonardo Lucia, on Sept. 1 in an affair that Launchmetrics found created \$36 million in media impact value. Dior drove 15 percent of the total MIV, with \$5.2 million in earned media.

Royal wedding rival

Ms. Ferragni has been a popular partner for luxury brands over the years due to her almost 15 million Instagram followers.

Launchmetrics tracked Ms. Ferragni's impact on luxury brands over three days, starting with Aug. 31. Overall, the wedding led to 67 million interactions.

The bride chose a Prada dress for her rehearsal dinner, driving \$1.8 million in MIV and 1.5 million interactions for the brand.

As a Lancme ambassador, the influencer naturally chose the brand for her wedding day makeup. In a sponsored Instagram post, she recounts the products that she used.

Lancme saw \$700,000 in MIV, with 1.3 million engagements.

Ms. Ferragni also chose Dior for her wedding day. In a series of posts from the brand, the label recounts the process behind her two looks.

[View this post on Instagram](#)

"It makes the experience an even more invaluable one when you meet the petites mains who will be working on your dress for days," explains @ChiaraFerragni. At Dior, where every detail counts, no matter how imperceptible, our skilled petites mains gave their all to create the wedding dress and ball gown designed by #MariaGraziaChiuri for our House friends special day. Witness the emotional fittings only a few short weeks before the big day. #DiorCouture

A post shared by Dior Official (@dior) on Sep 6, 2018 at 6:44am PDT

Dior's Maria Grazia Chiuri designed a traditional tulle gown for the ceremony and a second reception gown embroidered with text and motifs significant to the couple.

The house also made a special version of J'Adior kitten heels embroidered with Ms. Ferragni's name.

Dior received a greater portion of the MIV from Ms. Ferragni's wedding than Givenchy got from dressing Meghan Markle for her wedding to Prince Harry. However, the extent of media coverage around the royal wedding was greater, leading to a total MIV for Givenchy of \$22.6 million, about four times Dior's ([see story](#)).

Along with the brands that Launchmetrics studied, Italian jeweler Pomellato also made custom wedding bands for the couple. Ms. Ferragni's Instagram post about the rings was liked more than 1 million times.

[View this post on Instagram](#)

Better than my dreams Love our custom made wedding bands designed by @pomellato #SuppliedByPomellato

A post shared by Chiara Ferragni (@chiaraferragni) on Sep 4, 2018 at 3:25am PDT

The bride was recently named a face of Pomellato, and has appeared in advertising for the house ([see story](#)).

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