

APPAREL AND ACCESSORIES

Versace's Kith collaboration drove \$2.9M in mentions

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Bella Hadid models the Kith x Versace collection. Image courtesy of Kith

By STAFF REPORTS

According to data from Tribe Dynamics, Versace's partnership with streetwear brand Kith helped boost the Italian label's earned media value in February.

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While Versace saw a 9 percent bump in EMV, Chanel and Fendi received the greatest rise in mentions and engagement among the top 10 brands, as fashion fans mourned the passing of influential designer Karl Lagerfeld. Gucci retained its top spot for EMV with \$45.6 million, but Chanel was a close second with \$42.6 million in earned media.

Social media mentions

Following Chanel in the top five were Dior, Louis Vuitton and Fendi.

Chanel's EMV grew 43 percent, while Fendi's also rose 42 percent, as #KarlLagerfeld was the second most used hashtag in relation to both brands. Among the individuals posting about Mr. Lagerfeld were 552 Chanel ambassadors and 200 Fendi influencers.

Red carpet placements helped Christian Louboutin break into the top 10 for the first time since April 2018. The handle @VanityFair drove \$1.6 million of the brand's total \$12.5 million EMV for the month, as red carpet arrivals at the media brand's Academy Awards party drove attention.

Celebrity appearances also helped boost Thierry Mugler's EMV by 533 percent year-over-year. Both Kim Kardashian and Cardi B borrowed looks from the brand's archives for events.

[View this post on Instagram](#)

"What a Superb Stormy Venus !!" - gorgeous @iamcardib wearing my 1995 20th anniversary dress Styled by @kollincarter #grammys #cardib #muglerarchives #thierrymuglerarchives #mugler #thierrymugler #manfredthierrymugler @kollincarter @muglerofficial

A post shared by Manfred Thierry Mugler (@manfredthierrymugler) on Feb 10, 2019 at 5:26pm PST

Instagram post from Thierry Mugler

Per Tribe Dynamics, a standout social effort came from seventh place Versace. The brand worked with streetwear label Kith for a collaborative collection that leverages both of their perspectives on style.

The 100 co-branded pieces created draw from silhouettes designed by Kith and fabrics sourced by Versace, combining both of their aesthetics. Increasingly, high-fashion and streetwear are converging as consumers crave more casual, sporty attire and partnerships are one way in which luxury is keeping up with changing styles ([see story](#)).

Ahead of the collection's debut, Kith founder Ronnie Fieg rebranded New York locations with the joined Kith x Versace logo. Versace also benefitted from Instagram-famous model Bella Hadid, who starred in the campaign for the collection, as well as celebrity posts from the launch party.

In total, \$2.9 million of Versace's \$19.7 million EMV in February was tied to Kith.