

APPAREL AND ACCESSORIES

Chanel, Dior win out on digital for Paris Couture Week

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Look from Chanel's Paris Haute Couture show. Image credit: Chanel

By STAFF REPORTS

Coming off Paris Haute Couture Week, Launchmetrics' rankings show that Chanel and Dior have won out in terms of media impact value.

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The two brands earned \$12 million and \$5.7 million, respectively, in media impact value. Following Chanel and Dior were Valentino and Givenchy with respective MIVs of \$3.7 million and \$2.6 million.

Chanel during Couture Week

While Chanel ranks at the top of the list for overall media impact value, its owned media also saw the most MIV at \$7.7 million. Again, Dior followed in second place with \$3.6 million in MIV on its owned media.

Also in the owned media category, Givenchy dropped down to the fifth spot with \$1.2 million in MIV. Ralph & Russo and Armani rank above Givenchy in owned media with \$1.7 million and \$1.3 million, respectively.

Chanel saw an increase in MIV in its Paris' Haute Couture Week, compared to the ready-to-wear fall/winter 2019-20 season, earning only \$11.2 million during the ready-to-wear fashion week.

Dior, however, saw a decrease of \$11.7 million, with an MIV of \$17.4 million during the ready-to-wear week.

Heart Evangelista, Romee Strijd and Silvia Bussade Braz were the top three influencers, with respective earned MIVs of \$3.1 million, \$278,000 and \$235,000. Negin Mirsalehi and Lana El Sahely followed with \$223,000 and \$200,000.

[View this post on Instagram](#)

The Fashion Week hustle, captured up close. #PFW #LMxKamiseta by @sweet.escape

A post shared by Heart Evangelista (@iamhearte) on Jul 3, 2019 at 6:02am PDT

Instagram post from Heart Evangelista

Beyond couture, Chanel has also earned top rankings for its media impact for other categories.

Swiss watchmaker Rolex regained its spot as the top brand in Launchmetrics' luxury watch brand rankings in May, but surprisingly Chanel made the second spot.

In terms of media impact value, Chanel moved up in the rankings to secure the second spot in Launchmetrics' report, likely due to a series of events in May. The fashion brand was absent from the top 10 in April's rankings ([see story](#)).

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