

APPAREL AND ACCESSORIES

Physical, digital hybrid events may be new normal for future fashion weeks

October 19, 2020



Christian Siriano backyard garden show at NYFW. Image credit: Christian Siriano

By NORA HOWE

In the wake of fall fashion week season, brands that chose the hybrid approach, fusing physical with digital, performed better than those that produced a strictly physical or digital event, according to a new study by [Launchmetrics](#).

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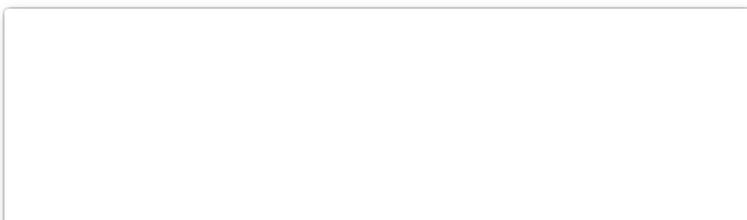
Due to the pandemic, this season's Fashion Weeks provided brands and opportunity to create innovative event campaigns. By examining the online and social posts and articles during the New York, London, Milan and Paris fashion weeks, Launchmetrics has analyzed how brands succeeded based on Media Impact Value (MIV), online placements, voices, share of value, share of voice and influencer mix.

"At the moment, a lot of people are focusing on the industry's current challenges but we are pleased to witness that, despite the restrictions, there are brands of all sizes who were able to make the most of it and even increase their overall brand performance," said Alison Bring, CMO of Launchmetrics.

Numbers by location

New York Fashion Week was the first to kick off the fall events and stressed the importance of physical events. American designer Christian Siriano ranked second in MIV by garnering interest from the backyard, garden show that took place at his home in Connecticut.

NYFW also stressed, however, the importance of incorporating digital elements to create 360 degree campaigns. Digital media was key during this week, having generated more than half of the MIV and almost 70 percent of the placements.



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In Bloom . The finale of the #BurberrySpringSummer21 show performance, a creative collaboration between Riccardo Tisci and internationally acclaimed artist @Anne_Imhof. . Models walked to music by @ElizaDouglas within the majesty of the natural environment. . #BurberryShow

A post shared by Burberry (@burberry) on Sep 17, 2020 at 3:...

Instagram post from Burberry at LFW

London Fashion Week hosted both physical and digital events, but the most successful platform, in terms of MIV, was Instagram. Brands showed an overall 57 percent increase in their Instagram posts which led to an overall increase of 131 percent in MIV of owned media.

British fashion house Burberry grew in MIV due to the British Fashion Council's Instagram posts. The council featured Burberry eleven times during the week, versus four times in February.

A huge trend for brands participating in Milan Fashion Week was leveraging influencers. Even without physically attending the events, influencers still had a serious impact on the success of brands.

Chiara Ferragni shared one of her favorite looks from Italian fashion house Fendi, earning \$461,000 in MIV, becoming the highest ranked post overall. The brand saw a 122 percent increase in Influencers Voice with support from Chiara Ferragni, Noor Neelofa Mohd Noor and Leonie Hanne, with Ms. Hanne being the only in-person attendee.

[View this post on Instagram](#)

Simultaneously digital and physical: relive the atmosphere of the #MiuMiu sports club created in the occasion of the #MiuMiuSS21 fashion show by #MiucciaPrada. Watch the full show via IGTV. #PFW Soundtrack by @Frederic_Sanchez Tracks by @Automatic_Band

A post shared by Miu Miu (@miumiu) on Oct 6, 2020 at 6:06am.

Miu Miu embraced phygital

The last stop, Paris Fashion Week, saw the most influence from celebrities, generating over \$6 million in MIV. Dior saw a 25 percent increase in MIV, Louis Vuitton nearly doubled its performance and Chanel increased its MIV by 60 percent.

Compared to FW20, Miu Miu increased its share of voice by over 120 percent due to a drastic increase in its number of placements the label went from 40 to 124 posts.

Keys for the future

While this year presented a challenge unlike anything the fashion industry has had to endure, some of the implemented strategies should be considered when creating future activations. Brands could benefit from the "phygital" hybrid campaign and the utilization of influencer voices, rather than relying on in-person shows and star-studded front rows.

French fashion house Chanel livestreamed its spring/summer 2021 ready-to-wear show from Paris, but still utilized its relationships with celebrity ambassadors in a series of interviews with Margot Robbie, Kristen Stewart, Lily-Rose Depp and more regarding their impressions of the show ([see story](#)).

In June, The British Fashion Council rolled out a 360 degree campaign featuring a striking visual identity that leveraged the interplays of color and image to create synergy across print, digital, social media and online content in regard to London Fashion Week. From topics concerning the future of fashion to the opportunity for innovation, communication surrounding London Fashion Week encouraged audiences to engage with and re-examine London Fashion Week within a new digital context ([see story](#)).

"The successes were deeply rooted in how brands merged the two formats, to create impactful, share-worthy moments both on and offline," said Ms. Bring. "It is important that brands consider how they will package and distribute their digital assets, to provide the media, influencers as well as other Voices, with the right content to reach the right consumer, at the right moment."

"The problem to solve today is not one of digitization but amplification and embracing digital is the path forward," she said.