

APPAREL AND ACCESSORIES

# Dior, Chanel lead fashion markets in media impact: Launchmetrics

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Actress Lily Rose Depp in the Chanel 2020/21 cruise collection campaign. Image credit: Chanel

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As many luxury brands have been challenged to maintain momentum with consumers during the COVID-19 pandemic, key opinion leaders and influencers have been essential.

Launchmetrics' "Top 20 Power Players in Luxury Fashion's Leading Markets" report explores the ranking of luxury fashion brands by media impact value (MIV) and how their impact varies across the USA, Europe and China, to understand who is seeing the most success and growth. As brands in the luxury fashion sector continue to navigate the effects of the pandemic in Europe and the United States, China has started to see a steady recovery and is set to be the world's largest luxury market by 2025.

Launchmetrics' industry-focused data provides a global ranking based on brand performance data gathered from online media and social media platforms including Instagram, Facebook, Youtube, Twitter, TikTok, Weibo, WeChat, Douyin, Bilibili and Little Red Book (Xiaohongshu) between Oct. 1, 2020 and Dec. 31, 2020.

## Leading fashion brands

In China, the top ten luxury fashion brands based on media impact value were: Dior, Louis Vuitton, Gucci, Chanel, Hermes, Prada, Tom Ford, Saint Laurent, Burberry and Fendi.

The bottom ten were: Bottega Veneta, Giorgio Armani, Loewe, Balenciaga, Miu Miu, Versace, Moncler, Dolce & Gabbana, Marc Jacobs and Balmain.

More than a third of the media impact value for brands in China was driven by influencer voices. Influencer marketing is so valuable in this region due to the popularity of all-in-one digital networking, shopping and posting platforms such as WeChat, Weibo and Little Red Book.



Artists A\$AP Rocky, Iggy Pop and Tyler, the Creator in the Gucci Tailoring campaign. Image courtesy of Gucci

China derived most of its influencer value from all-star (more than 2 million followers) and mega (500,000 to 2 million followers) influencers, generating a significant amount of buzz using only a small number of posts.

In Europe, the top ten luxury fashion brands based on media impact value were: Dior, Chanel, Gucci, Louis Vuitton, Saint Laurent, Dolce & Gabbana, Giorgio Armani, Prada, Versace and Fendi.

The bottom ten were: Balenciaga, Burberry, Hermes, Bottega Veneta, Miu Miu, Balmain, Loewe, Moncler, Marc Jacobs and Tom Ford.

The media voice was responsible for 57 percent of impact value in the region and influencers represented 13 percent. Owned media made up 23 percent of the region's media value due to the fact that a large portion of brands listed in the report are of European heritage.

Instagram is the largest social channel for Europe. Due to the extended opportunities for localized reach, Facebook drives a large percentage of value in the region.

Europe's influencer tier was slightly different from China and the U.S., in that the largest group for the region is mid-tier influencers (100,000 to 500,000 followers) who were responsible for 36 percent of the media impact value.

[View this post on Instagram](#)

A post shared by Liza Koshy (@lizakoshy)

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*Dior invited American YouTube star and influencer Liza Koshy to its show in Paris in February 2020*

In the United States, the top ten luxury fashion brands based on media impact value were: Dior, Gucci, Chanel, Louis Vuitton, Marc Jacobs, Saint Laurent, Prada, Versace, Tom Ford and Giorgio Armani.

The bottom ten were: Balenciaga, Hermes, Fendi, Bottega Veneta, Dolce & Gabbana, Balmain, Burberry, Miu Miu, Moncler and Loewe.

Media voice made up 63 percent of media impact value in the U.S., with 25 percent attributed to influencers. Similar to China, the U.S. showed a distribution of influencer tiers among all-star and mega influencers.

Similar to Europe, the largest social channel for brands in the U.S. is Instagram.

### **Fashion influence**

Luxury fashion brands have frequently leveraged social media influencers and YouTube stars to reach younger affluents and strengthen their digital presence.

In May 2020, Louis Vuitton launched a movie club with influencers as a way to connect with housebound consumers on social media. The French fashion house tapped its own brand ambassadors to share their favorite movies and series to watch while at home for the LV Cine Club.

The watch lists were featured on the brand's Instagram page along with a photo of the influencer wearing the brand ([see story](#)).

In December, Dior released a video campaign for its Lady D-Lite bag with comedian and YouTube star Liza Koshy. Artistic director Maria Grazia Chiuri filmed the young actor backstage at the brand's fall/winter 2020-2021 show in February, where she takes the audience inside her bag ([see story](#)).