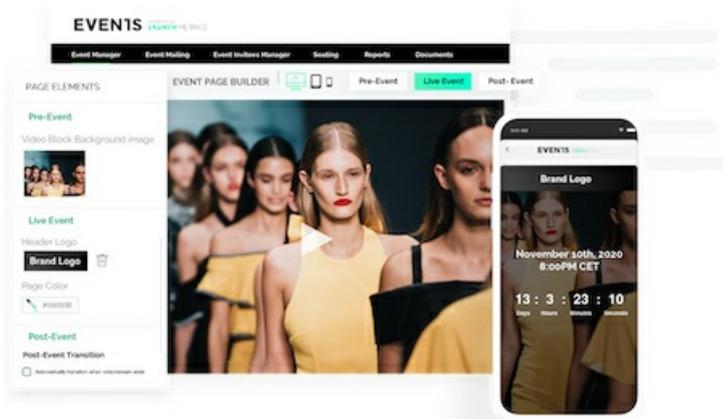


APPAREL AND ACCESSORIES

## Launchmetrics launches digital street style initiative

February 12, 2021



*Launchmetrics is helping luxury brands digitize events. Image credit: Launchmetrics*

By LUXURY DAILY NEWS SERVICE

Fashion cloud technology platform Launchmetrics is helping brands and influencers bring street style content back to social media amid the COVID-19 pandemic.

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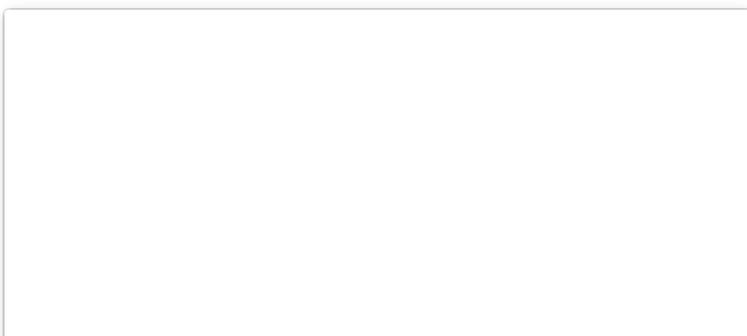
**Launchmetrics** has partnered with Digital Brand Architects to launch an initiative for influencers to submit and syndicate their street style images, even as most runway shows and fashion presentations remain primarily digital. Content from influencers shared on social media, particularly Instagram, has provided luxury brands with a significant share of Media Impact Value in the past.

### Virtual street style

During the round of fashion weeks in New York, London, Milan and Paris that supported fall/winter 2020 collection prior to the pandemic, influencer posts accounted for nearly one-third of all media coverage.

This has shifted since the events have become more virtual in light of the threat of COVID-19. For spring/summer 2021 fashion weeks, influencer contributions dropped by 17 percent.

Now DBA's network of 190 influencers, who have a reach of more than 200 million, can now submit street style images through Launchmetrics' photo division, IMAXTree. This content can be syndicated through a network of more than 2,000 publications, including *Vogue* and *Elle*.



[View this post on Instagram](#)

A post shared by Brittany Xavier (@brittanyxavier)

*Brittany Xavier is one of the influencers participating in the program*

"We're excited to bring awareness and amplify the influencer voice, as it remains a key component in driving Media Impact Value during fashion weeks," said Alison Bringe, chief marketing officer at Launchmetrics, in a statement. "In recent years, we have seen the industry events shift to being more consumer-focused, with fashion weeks becoming more democratic.

"Yet in the absence of star-studded shows and other social gatherings which contribute to the overall buzz, brands need to think about how they will grab their audience's attention, to remind them to tune in to the virtual events and influencers are the perfect ally," she said. "It keeps the event grounded in reality versus remaining in the purely digital world and invites the consumer to follow-along through the eyes of their favorite content creator."

Historically, influencers, along with celebrities, were also responsible for the most impactful media moments.

In 2019, influencers accounted for 90 percent of the top social media posts during the fall fashion weeks, while celebrities and influencers were 100 percent of the most impactful social posts from the spring runways ([see story](#)).

Launchmetrics has also been helping luxury, fashion and beauty brands host digital events with a new software solution. Thanks to its technology, digital showroom capabilities are available to any interested brands and a range of metrics about the events can also be accessed ([see story](#)).

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