

APPAREL AND ACCESSORIES

## Labels amplify fashion week exposure with celebrity voices, digital content

March 31, 2021



*Dior FW21 show, filmed at The Palace of Versailles. Image credit: Dior*

By NORA HOWE

The fall/winter 2021 season marked the second time in two years that luxury labels have started the fashion calendar by presenting collections through virtual shows.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

As brands had more time to prepare and learn from previous presentations, fashion cloud technology platform Launchmetrics analyzed figures through its Media Impact Value (MIV) algorithm and Voice approach to discover the trends that are shifting the fashion landscape. During a virtual press conference to discuss its findings on March 30, Launchmetrics examined how brands can create amplification, leverage content and reach new audiences.

"Within a new digital landscape and with almost no physical audiences, it is crucial for brands to rethink how they will amplify their messages," said Alison Bring, chief marketing officer at [Launchmetrics](#), London.

The data presented during the webinar was collected from Feb. 11 to Feb. 21 during New York Fashion Week; Feb. 17 to Feb. 26 during London Fashion Week; Feb. 19 to March 3 during Milan Fashion Week and Feb. 27 to March 12 during Paris Fashion Week. The MIV data was sourced from online and social posts, as well as articles.

### FW21 in review

During the past year, brands enjoyed casting new faces and traditional models to walk their runways, as opposed to star-studded catwalks. However, with no live audience, the celebrity models and figures are reentering the mix to create the most impact for brands.

For the Versace show, American models Gigi and Bella Hadid generated 45 percent of Versace's total MIV, whereas posts from notable yet "traditional" models, such as Mica Arganaraz and Rianne Van Rompaey, generated only 2 percent of the brand's MIV.

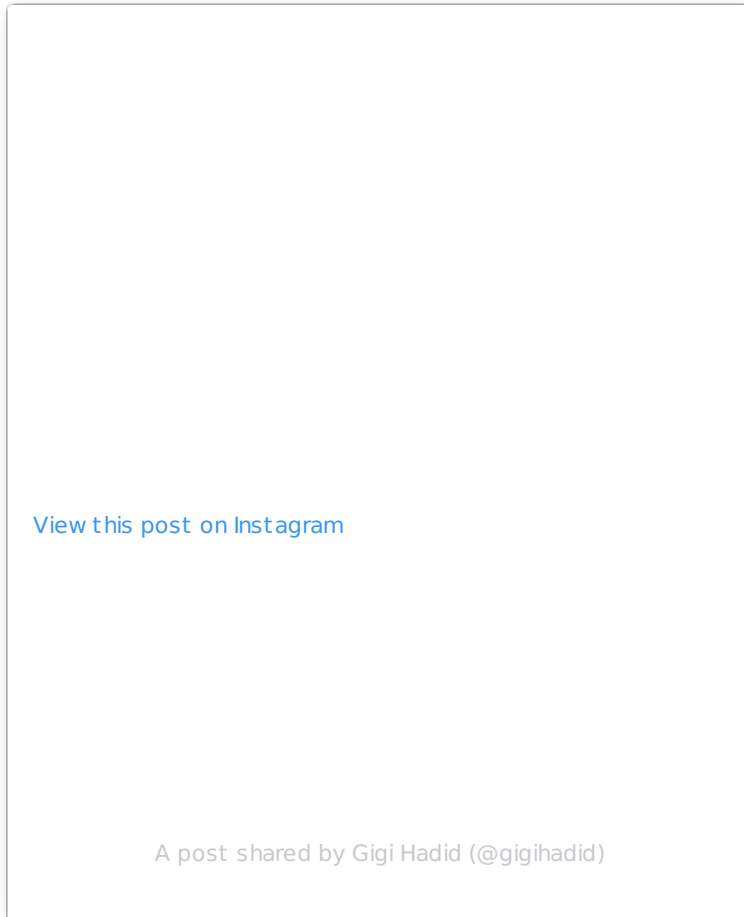
In regards to promoted live shows, brands turned to their notable friends.

Chanel's "friends of the house" and familiar faces represented approximately 30 percent of their owned media placements and 28 percent of the value.

In regards to amplification, newsworthy names and recognizable faces generate echo for many fashion brands. Through personal posts and media coverage generated, top names in the industry add value to the Voice mix, contributing to the overall MIV.

The elder Ms. Hadid made her postpartum runway debut for Versace's fall/winter 2021 show, creating significant media buzz. She posted 3 images for the brand, which generated a total of \$3.3 million in MIV.

However, due to her media popularity, she was able to amass more than double that MIV for Versace, totaling \$7.1 million in MIV.



Working with familiar faces and utilizing established relationships allows brands to create more impact, whether paid or earned, and foster greater engagement with audiences, according to Launchmetrics.

Additionally, all-star influencers are returning to the forefront as Launchmetrics reported that MIV generated by these individuals increased by 65 percent, despite a decrease in the number of accounts and placements.

This means that brands are focusing on the biggest influencers that they can activate to create more noise with less more bang for their buck.

"This goes back to when so many people were in lockdown, and still are, it became less about finding products consumers cared about and more about the lifestyle surrounding those products," Ms. Bring said.

Owned media has also strengthened over the last few seasons. Milan Fashion week saw a 23 percent increase since last year.

Prada leaned into its owned media strategy this season, having increased 25 percent since last season a trend that has been growing since shows went digital.

Media coverage has shifted dramatically, as lack of original material, fatigue and digital fashion shows have caused an overhaul in terms of media voice. Now, the media is focused more on image galleries and featuring "best of" selections.

Launchmetrics also noted that consumers are looking for easily digestible content, such as on TikTok and Instagram.

While influencer and celebrity voice is not going anywhere in the near future, the content they are putting out is

changing.

With a lack of street style, backstage and front row content, brands are reverting to elaborate "invitations" to send their top tier guests to promote shows and outfitting them so they can recreate the VIP guest experience for their followers.

While the majority of the world is still facing pandemic-related restrictions, business and consumer spending has bounced back in many parts of Asia, according to Launchmetrics data. To help balance sales impacts in Western regions, fashion brands are targeting the Asia Pacific market using local celebrities, influencers and media that resonates with those consumers.



*South Korean actress Song Hye-Kyo for Fendi. Image credit: Song Hye-Kyo*

During Milan Fashion Week, Asian influencers and celebrities generated 29 percent of the total MIV with media having generated 20 percent. Forty-one percent of celebrity and influencer MIV came from South Korean voices.

When it comes to Asian voices, Prada is the top brand by MIV. Fendi's top celebrity voice was Song Hye-Kyo whose post was valued at \$477,900 MIV.

"If you ranked someone like Chiara Ferragni versus the top influencers in China, she would fall somewhere between 11 and 15," Ms. Bring said. "Asian influencers have higher engagement and more fans, generating more MIV."

Additionally, for Chanel and Dior, South Korea is the top country in the Asia Pacific region driving MIV for both brands due to collaborations with local celebrities.

To reach new audiences, brands have learned the importance of creating unique content for region-specific channels to connect with their audience in a more personalized manner.

One notable post was from Chinese singer Liu Yuxin, who made a vlog on their Weibo account for Dior.

As the only luxury fashion house on Chinese social platform Bilibili, Dior has shown an understanding of the importance of utilizing local channels and creating a presence across all Chinese social networks.

Stepping off the fashion calendar

When the global pandemic upended fashion weeks last year, a number of brands made the choice to turn away from the traditional fashion calendar, continuing in this effort with recent events.

Saint Laurent was one of the first luxury labels to skip fashion week, dropping out of the SS20 Paris Fashion Week schedule last year.

Additionally, Louis Vuitton creative director Virgil Abloh's brand Off-White was absent from the SS21 Paris Fashion Week, and instead debuted its collection in January. It was absent, again, from the FW21 show earlier this month ([see story](#)).

Michael Kors stepped away from New York Fashion Week in September of last year, encouraging the industry to shift toward a slower-pace, more flexible calendar ([see story](#)).

---

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.