

APPAREL AND ACCESSORIES

Fashion Weeks thrive as brands leverage physical, digital experiences

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House ambassador Charlotte Casiraghi rode a thoroughbred horse at the Chanel spring/summer 2022 haute couture show. Image credit: Chanel

By NORA HOWE

After two years of storied fashion houses forgoing the physical runway circuit, there was a major return to the catwalk this season, from designers to celebrity guests.

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According to brand performance cloud Launchmetrics' "Fall/Winter 2022 Fashion Week Insights" report, celebrities and influencer voices contributed a significant portion to brands' media impact value (MIV) this season, elevating Fashion Week as a crucial platform for emerging designers. Even the mass return to physical events, however, brands did not forget to utilize online platforms and digital media to expand their reach.

"We saw some brands take a unique approach to their voice mix this fall/winter 2022 season," said Alison Bring, chief marketing officer of **Launchmetrics**, London. "For London Women's Fashion Week, for instance, Richard Quinn relied heavily on media and influencer voices.

"What was most surprising to us, however, was, even with the return to physical events, we still saw fashion brands closely leveraging YouTube and TikTok."

Fashion is back

Haute couture at Paris Fashion Week generated more than \$48 million in MIV across 10,000 placements, with Chanel, Dior Valentino and Schiaparelli securing spots as the top-performing brands.

Chanel gained \$17.6 million in MIV, primarily due to brand ambassador and granddaughter of Grace Kelly, Charlotte Casiraghi, opening the show on horseback ([see story](#)). Mentions of "horse" generating \$2.7 million for Chanel across more than 500 placements, with the [top post](#), from *Vogue*, gathering \$781,000 in MIV alone.

Dior was the second-highest performing brand this year, bringing in \$11.6 million in MIV, an increase from \$8.1 million last year.

Valentino's haute couture show garnered \$7.5 million in MIV, with owned media contributing to 26 percent of their overall value. The group also benefited from several influencers and celebrities like Camila Coelho, Leonie Hanne and Salma Abu Deif posting about the show.

[View this post on Instagram](#)

A post shared by Rolling Stone (@rollingstone)

Coach's top post was from Rolling Stone, featuring Angus Clous and Megan Thee Stallion in the front row

Collected from early February through mid-March, Launchmetrics' research found the women's fall/winter 2022 presentations in New York, Milan, London and Paris offered a glimpse of a return to normalcy, driven largely by celebrity voice.

NYFW generated \$117 million in MIV, due largely to celebrity voices associated with Michael Kors and Coach. Supermodel **Bella Hadid** generated \$2.4 million in MIV for Michael Kors, while mentions of "Euphoria" star Angus Cloud and rapper Megan Thee Stallion at the Coach show generated \$2.6 million.

This year's LFW generated more than \$40.4 million in MIV and featured a number of emerging designers, underscoring the importance of this event for up-and-coming brands looking to break into the circuit.

In Milan, Matthieu Blazy's debut as creative director for Bottega Veneta generated \$5.8 million in MIV for the brand, placing it 10th in Launchmetrics' ranking. Gucci's collaboration with sportswear brand Adidas ([see story](#)) generated \$9 million of its total \$26.8 million in MIV.



Adidas and Gucci announced a new collaboration during fashion week. Image credit: Gucci

Despite the excitement to return to in-person shows, digital media still played a key role in this year's fall/winter 2022 PFW. Launchmetrics found that YouTube and TikTok generated \$17 million and \$7 million, respectively, in MIV.

"Brands like Balenciaga, Louis Vuitton and Saint Laurent individually generated a strong MIV with their women's Paris shows on YouTube, which we know will only continue to grow in value based on the channels' long-tail impact for brands," Ms. Bring said.

"In the same week, influencer BryanBoy generated \$407,000 in MIV alone with video content on TikTok for Dior."

Menswear makes its mark

With the surge in COVID-19 cases due to the Omicron variant in late 2021 and early 2022, the men's fall/winter 2022 event during Milan Fashion Week in early January saw a 13.5 percent decrease in MIV, compared to the fall/winter 2021 presentation one year prior.

Notable brands like Gucci, Giorgio Armani and JW Anderson had scrapped their physical events. Nevertheless, those that were in attendance performed well.



Kyle MacLachlan and Jeff Goldblum bookended Prada's menswear show. Image credit: Prada

Prada's fall/winter 2022 menswear collection generated a total of \$10.2 million in MIV, the highest-ranking show during the week. Most notably, celebrity and influencer voices contributed a combined 50 percent of this value, as the brand tapped some familiar, yet unexpected faces to walk the runway, including Jeff Goldblum, Kyle MacLachlan, Asa Butterfield and more ([see story](#)).

According to Launchmetrics, Mr. Goldblum and Mr. MacLachlan were each referenced more than 700 times across media.

Only days later, Paris Fashion Week outperformed its 2021 presentation by 27.9 percent. Menswear at Paris Fashion Week generated \$50.6 million in total MIV across 14,000 placements, with Louis Vuitton, Christian Dior and Kenzo contributing disproportionately to this number.

American music artist Tyler, the Creator generated \$1.4 million in MIV between Louis Vuitton and Kenzo alone. Attendance from other notable celebrities like Kanye West, Julia Fox and J Balvin also generated significant media buzz.

Its first show under the helm of creative director Nigo, who was appointed to the position in September 2021 ([see story](#)), LVMH-owned Kenzo generated a total of \$6.6 million in MIV, of which 46 percent mentioned the designer by name.

Featuring a hip-hop-filled front row with artists like Kanye West and Pharrell, the top post for Kenzo was from music media company [Genius](#), which generated \$230,000 in MIV.

"This fall/winter 2022, we saw celebrity and influencer voices being leveraged highly by brands," Ms. Bring said. "One trend we noticed was the inclusion of various Asian celebrities and influencers within brand campaigns for this season."

"We specifically saw K-Pop stars of The Boyz and BLACKPINK attending and promoting shows for Prada and Dior and Thai actors Bright and Win Metawin landing top placements for their social media posts for Gucci, Prada, Dior and Louis Vuitton."