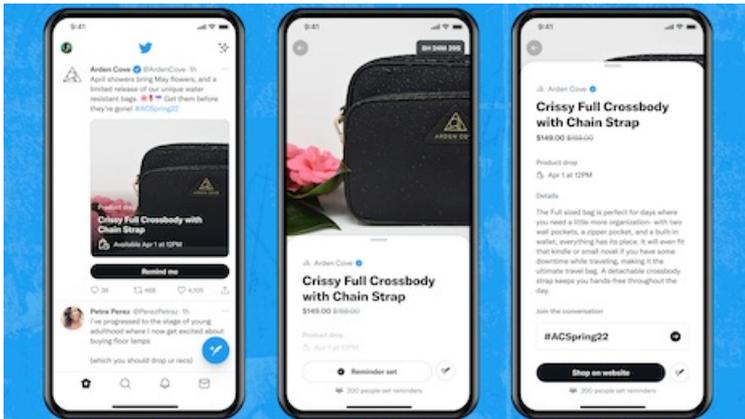


SOFTWARE AND TECHNOLOGY

Luxury fashion drives Twitter conversation to new heights: report

July 26, 2022



Luxury fashion conversation is gaining ground on Twitter. Image credit: Twitter

By AMIRAH KEATON

Luxury is dominating the digital conversation, helping to usher in an unprecedented level of excitement and engagement for the fashion industry.

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

Media monitoring platform Meltwater's latest report finds that last year's digital luxury conversation saw the largest increase in mentions compared to other fashion verticals such as athleisure and street style. Conducted in partnership with Twitter, [The Fashion Industry's New Era](#) draws meaningful insights and emerging trends from content published on the platform.

"To create innovative and impactful marketing strategies, you must have a comprehensive understanding of your target audience," said Lauren Jenkins, head of the official partner program at [Twitter](#), in a statement.

For this report, Meltwater worked with their partner to analyze more than 310 million tweets from March 1, 2021, to Feb. 28, 2022, using in-house social listening tool Explore to provide analysis for luxury fashion and other categories, including meta, handmade and retro fashion.

Leaning into luxury

A new report from Meltwater and Twitter has found that luxury fashion conversations saw the largest volume increase between the two six-month periods analyzed by the company.

Luxury fashion mentions jumped 16.7 percent on the platform, while sports and athleisure mentions rose by just 5 percent in comparison. The report attributes luxury's growth to a transition from remote work apparel to "capital-L Looks meant for seeing and being seen."



The Fashion Industry's New Era draws meaningful insights and emerging trends from fashion content published on the platform. Image credit: Meltwater

Among the list of topics, fashion events reigned supreme as a top conversation driver.

Fashion shows, as well as branded campaign film drops, were two of the most popular phrases across the nine million mentions of luxury fashion keywords and brands. Resale was also highlighted as an area of quick growth.

"Resale is a very popular talking point across fashion Twitter but especially in luxury, high-end fashion conversations," said Jenny Force, vice president of corporate marketing at [Meltwater](#).

"Luxury fashion executives should pay particular attention to items' multiple lives after initial sales, appealing to consumers' desires for off-price luxury goods and more environmentally-friendly ways of shopping."

Celebrity collaborations and ambassadors also amped up luxury fashion's online buzz, with engagement from virtual celebrity "fandoms" giving brands a huge boost.



Data highlights for luxury fashion social conversation. Image: Meltwater

Report data reflects that when two drivers fashion events and celebrity figures come together, brands can experience record digital milestones.

"K-Pop stars were the biggest drivers of engagement in the luxury fashion conversation on Twitter," Ms. Force said. "For example, the highest spike in engagement occurred on July 8, 2021, when Louis Vuitton published Tweets promoting designer Virgil Abloh's fall/winter 2021 fashion show featuring the members of the Korean boyband BTS."

Three tweets from the brand, which included campaign images of select talent, garnered more than 179,000 retweets.

"One of the more surprising findings emerged from our consumer insights analysis of fashion conversations on Twitter," Ms. Force said. "We found that people participating in the luxury fashion conversation on Twitter are especially driven by their desire for interconnectedness."

Team Twitter

Twitter is among a number of digital players attempting to identify and foster the outsized value that fashion content brings to its feeds.

Product Drops is the newest offering from the social media platform's dedicated retail vertical, Twitter Shopping, allowing users to set reminders for upcoming launches. French fashion house Dior is among the brands piloting the rollout of the service in the United States ([see story](#)).

The future of ownership for the networking giant is currently in question, as company shares drop amid wavering

deal negotiations involving tech billionaire Elon Musk ([see story](#)).

Regardless of the outcome, it is clear is that, as luxury brands embrace new technologies, executives should continue optimizing engagement on existing platforms, meeting luxury fashion audiences where they are. Tools such as localized Twitter handles and online components for offline brand experiences remain paramount.

"We found that people participating in the luxury fashion conversation on Twitter are especially driven by their desire for interconnectedness," Ms. Force said. "While many might expect luxury fashion netizens to be most influenced by brand names, their purchase decisions are actually less influenced by brand names than those of the global general public.

"Instead, participants in luxury fashion Twitter are much more likely to be influenced by social media and online ads than the global general public."

© 2022 Napean LLC. All rights reserved.

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