

MARKETING

Nepo Babies, surprising collaborations proving lucrative: Launchmetrics

April 12, 2024



Louis Vuitton's recent partnership with Tyler The Creator falls right into the report's suggestions to embrace unexpected collaborations. Image credit: Louis Vuitton

By EMILY IRIS DEGN

As it turns out, unlikely collaborations could be the key to luxury apparel brands' success this year.

In collaboration with news outlet *Puck*, cloud technology platform Launchmetrics lays out the state of affairs in its *Voices of Fashion 2024* report. Based on its findings, high-end labels should be working with Nepo Babies and influencers, leveraging cross-voice strategies, forging surprising partnerships and fostering meaningful connections with digital audiences.

"In today's global economy, brands' strategic success hinges on aligning with voices that not only embody their unique brand ethos and cultural relevance, but that also represent local culture, values and preferences," said Alison Bring, chief marketing officer at Launchmetrics, in a statement.

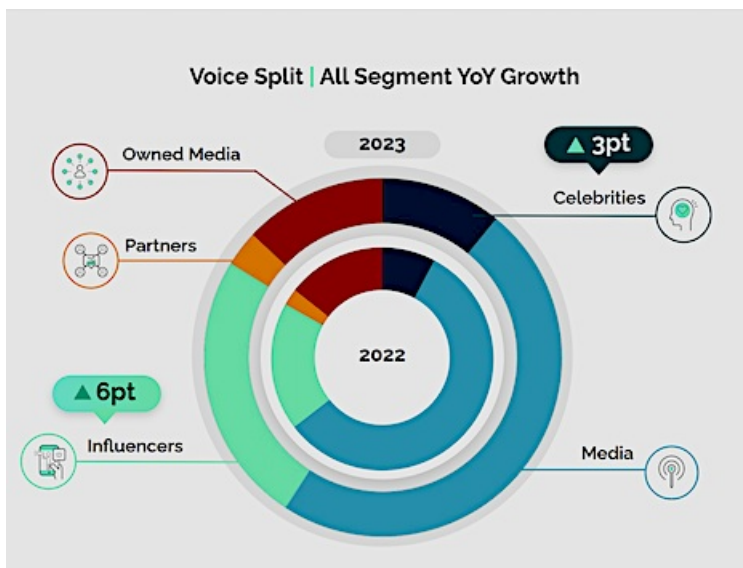
"By recognizing the importance of personal connections, brands are tasked with diversifying their ambassador portfolios, as well as adapting their messaging and marketing strategies to activate on a local scale," Ms. Bring said. "To this point, APAC celebrity ambassadors are great for establishing this sense of localized credibility and resonance thanks to their dedicated fan bases.

"Moreover, now that consumers are seeking inspiration beyond their own borders, leveraging well-connected and digital-savvy APAC stars as new strategic brand partners enables brands to tap into the cultural zeitgeist and connect with an even broader, worldwide audience."

For the report, data was collected from Jan. 1, 2023 to Dec. 31, 2023, across online platforms, Instagram, Weibo, YouTube, Douyin, Wechar, Facebook, Red, TikTok, Bilibili and X. The findings are based on brand queries concerning labels strongly connected to the fashion sector regional information comes from North America, South America, Australia, China, India, Indonesia, New Zealand, Singapore, Thailand, Europe and the Middle East.

Next up

In 2023, the fashion market grew 24 percent year-over-year.



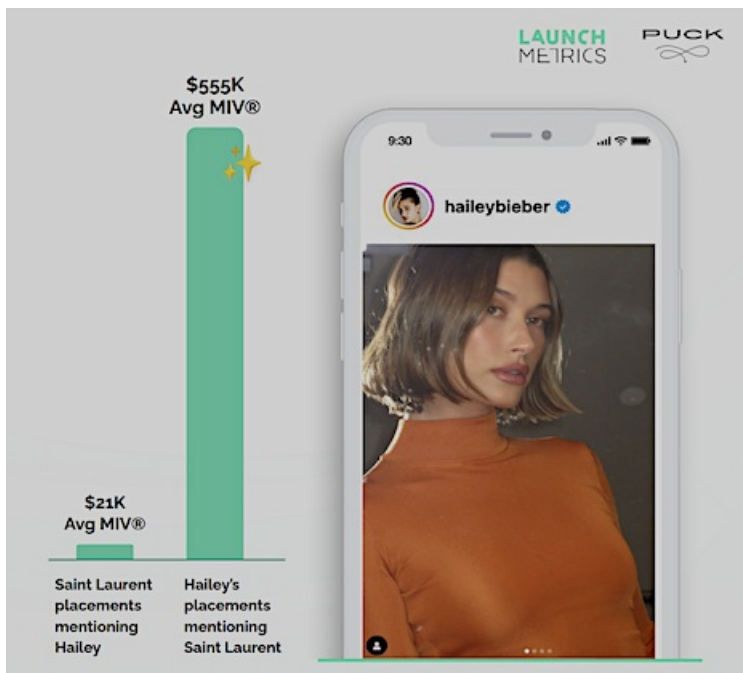
Media is a highly valuable external party to collaborate with. Image credit: Launchmetrics

This giant industry is seeing some notable shifts. For example, celebrity voices are becoming even more influential.

Launchmetrics calculates that based on Share of Value (SOV), or a percentage representation of a category's contribution to the overall monetary value (MIV), celebrities saw an increase of 3.8 percentage points.

As athletes, pop stars and famous faces become more involved in brand campaigns, this number is expected to spike even higher. Just this week, some of the biggest maisons in luxury have tapped into the power of recognizable figures (see story).

That said, the report reveals that media this includes publications, social media accounts, online outlets and offline outlets remains the biggest generator of MIV.



Ads posted on collaborators' accounts tend to offer better financial results than when posted on a brand's account. Image credit: Launchmetrics

However, its SOV decreased last year, backing up Launchmetric's theory that cross-voice strategies are essentially in the current landscape. This will amplify impact and reach the modern omnichannel consumer.

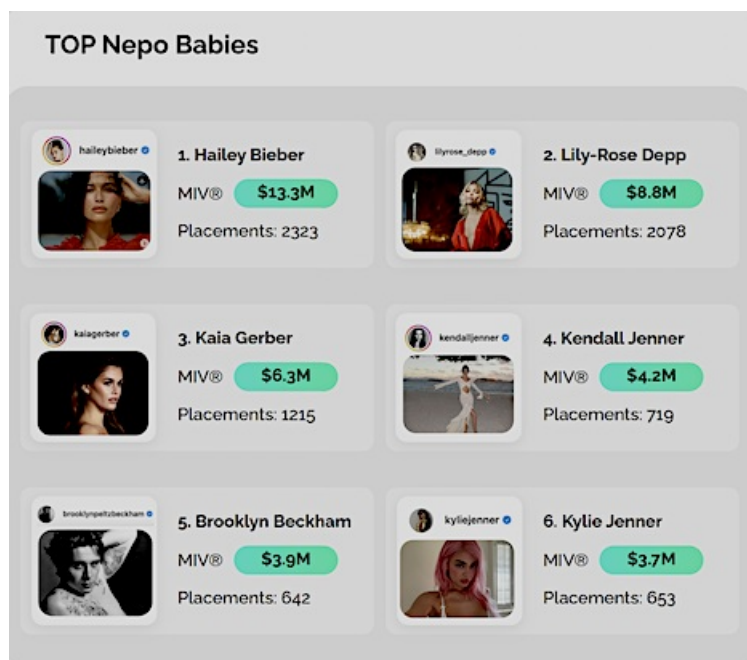
"Fashion trends are cyclical, but the fashion business is constantly changing," said Lauren Sherman, fashion correspondent at Puck, in a statement.

"If 2023 was a year of normalization' in the industry, 2024 is about taking risks," Ms. Sherman said. "The data says it all: The old playbook no longer works as it stands.

"It's time to iterate."

Nepo Babies rule

The report outlines that involving Nepo Babies, or the children of well-off elites and celebrities, is beneficial for brands.



Luxury has collaborated with all of the top Nepo Babies in the last year, from Ms. Jenner's appearance in Stella McCartney's Horse Girl campaign to Ms. Gerber's Valentino runway walk. Image credit: Launchmetrics

The segment's MIV growth is massive, hitting \$129.2 million in 2023. Maisons are seeing a dramatic surge in awareness when they engage with those considered to be Nepo Babies, placing themselves at the center of the cultural conversation.

Luxury labels have been taking to this trend in a steady wave, tapping the likes of Gigi Hadid ([see story](#)), Lila Moss ([see story](#)), Dan Levy ([see story](#)) and Lily-Rose Depp ([see story](#)) just this season.