



4th QUARTER - 2020

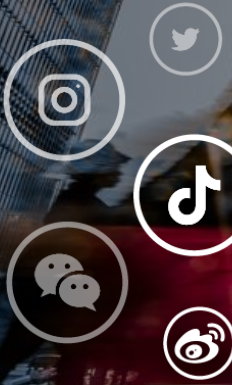
THE TOP 20

Power Players in Luxury Fashion's
Leading Markets

A Quarterly Fashion Luxury Brands Analysis Based on MIV®

LAUNCHMETRICS

MIV®



Influencers

Media

Owned Media

Celebrities

Methodology

THE TOP 20 - The Power Players in Luxury-Fashion's Leading Markets

Period: *October 1, 2020 to December 31, 2020*

Scope: Online and Social

- **Data Services:** Online Media, Blogs, Instagram, Facebook, Twitter and YouTube, Douyin (TikTok), Weibo, WeChat, RED, Bilibili
- **Reach:** potential readership of the posts based on the sum of followers for a post on social media and audience of a website for articles.
- **Engagement:** sum of the likes, comments, retweets and shares.
- **Engagement Rate:** is only applied on social media and is calculated based on reach and engagement.
- **Media Impact Value™ (MIV@):** Launchmetrics' proprietary Machine Learning algorithm provides brands with a unified currency to measure the value of all marketing activities across Voices, Channels, and Markets by assigning a monetary amount to every post, interaction, and article. Finely tuned to specificities of Fashion, Luxury, and Beauty, the algorithm was trained on actual media rates and 5+ years of FLB specific campaign data. It analyzes more than 100 quantitative and qualitative attributes including audience engagement, industry relevance, source authority, and content quality, to create a highly accurate method of measurement. MIV@ offers a unified way to calculate how brand equity is being created and which strategies create the most ROI.
- **Placements:** amount of product placements within Online and Social media.
- **Voices:** Launchmetrics' Voice-Centric approach highlights the Voices creating value today to provide a holistic view of marketing performance and cross-compare the impact various activities have on the customer lifecycle. From Media, Celebrities, Influencers, Partners and Owned Media, this methodology gives brands a unique framework to understand the ROI of these activities as well as the Voices that influence the customer buying journey from awareness and consideration to conversion and retention.


COMMON EXPRESSIONS



- **MIV® \$** – Media Impact Value™
- **PLACEMENTS / PL** – Number of online media articles, blog posts or social network posts which mention the brand
- **M** – Million
- **K** – Thousand
- **AVERAGE \$MIV®** – Average MIV® per placement for a specific subset of data, allowing us to measure the average quality of a channel
- **AVG ENG. RATE %** – Average Engagement Rate in %: the percentage of followers engaged in a certain post, averaged across multiple posts
- **GALLERY** – Images from a slideshow on fashion websites
- **FLB** – Fashion, Luxury & Beauty



Launchmetrics Global Coverage

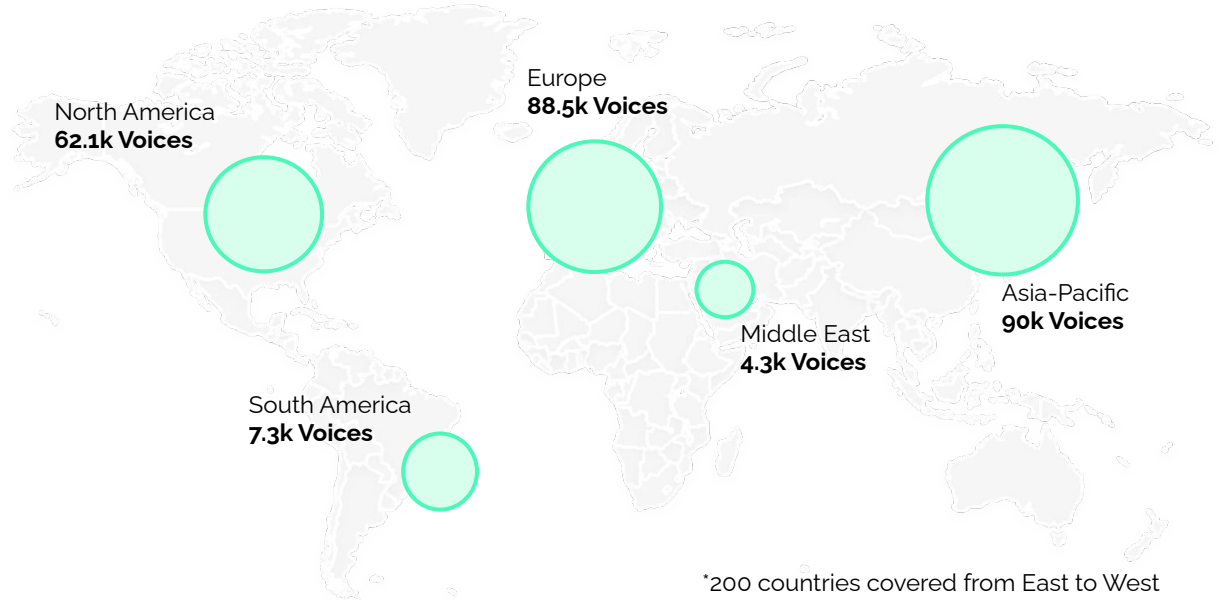
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Best in Class Fashion, Luxury and Beauty Coverage

 **Print**
1.6K Print titles and more than 8K Print supplements
VOGUE ELLE BAZAAR
VANITY FAIR GLAMOUR GO

 **Online**
40K Online publications and blog


 **Social**
500K Social accounts




Intro



China was the only region in the luxury sector that saw growth in 2020

As brands across all industries continue to face the ramifications of the global pandemic in Europe and the USA, China has already started to see somewhat of a recovery and is predicted to be the world's [largest luxury market by 2025](#). China is also the **only region in the luxury segment that saw growth** in 2020 (+45%) which has led luxury fashion brands in Europe and America to increase their investments in marketing campaigns that reach Chinese consumers.

However, there are vast differences in the way that consumers shop, search for products and discover new items from a regional perspective. It is not enough for brands to just simply adjust their marketing campaigns and expect to reach a new audience - they must **adapt, integrate and utilize** the channels and marketing methods that are native to Chinese brands and consumers. In this report, we explore the top 20 power players in luxury fashion's leading markets, to understand which brands are excelling, what strategies they are using, and the value they are generating from a regional perspective.



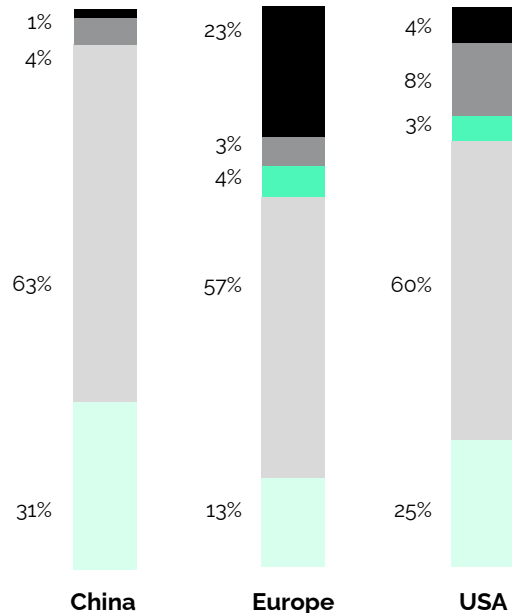
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Voice Split by Region



Voice Split by Region

Voice Split by MIV®

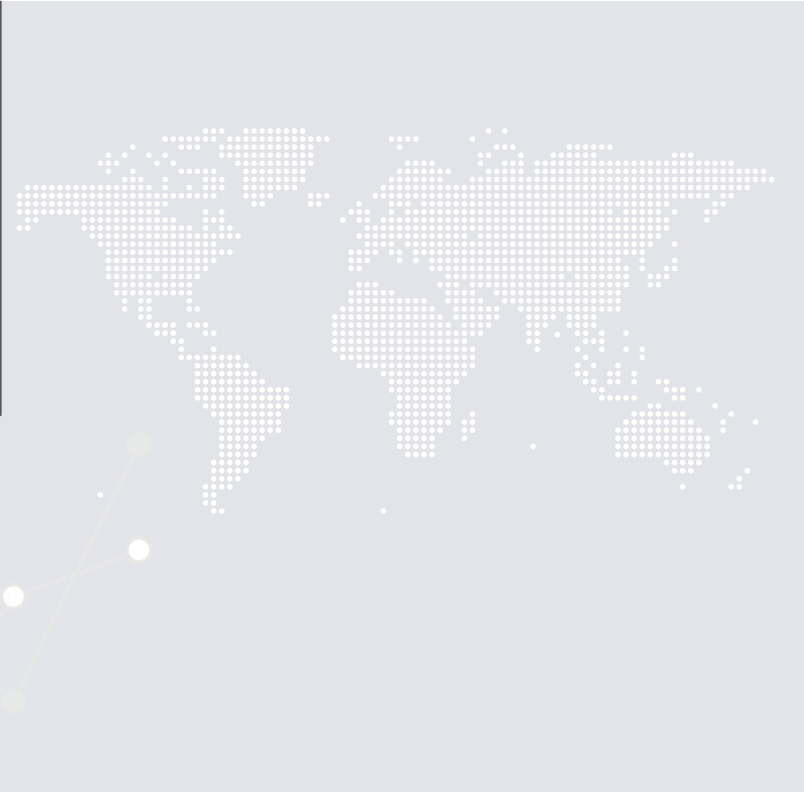


Influencers drove over 1/3 of the MIV® for luxury fashion brands in the Chinese Market.



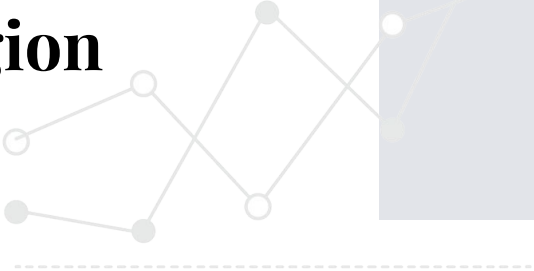
When looking at the most valuable Voices for luxury fashion brands across the three key regions analyzed, there are interesting trends that emerge between the impact of marketing strategies on a regional basis. The largest similarity can be seen in the significance of the Media Voice, which is the largest driver of value in Europe, the USA and China - representing **57%, 60% and 63% respectively**. Owned Media is prominent mostly in Europe, due to the fact that a large portion of the luxury fashion brands listed in this report are of European heritage.

Interestingly, for both the USA and China, Influencers represent a large Share of Value when it comes to the marketing channels driving the most impact for brands. This Voice accounted for **31% of the top luxury fashion brands' MIV® in China specifically**, exemplifying the differences in the strategies and campaigns that convert from a regional perspective. As **Arne Eggers, SVP Karla Otto** mentioned in our previous [State of Influencer Marketing report](#): "In other markets, KOLs tend to be used as an additional element for a marketing campaign, whereas in Asia they are usually at the heart of it."



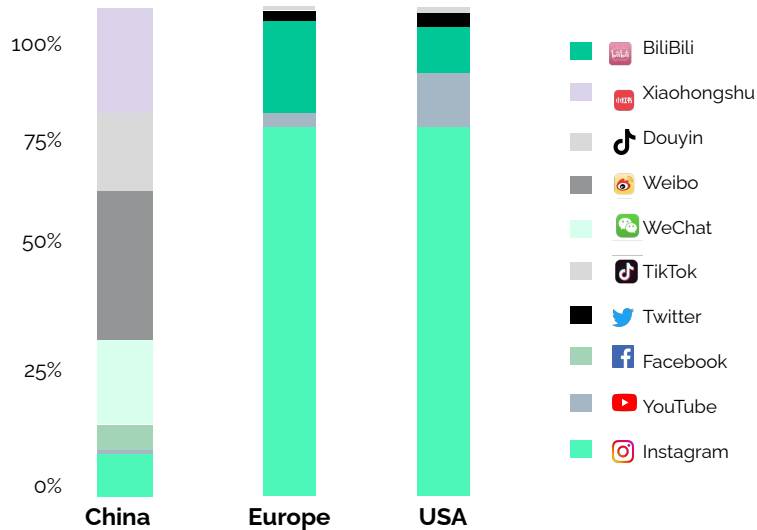
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Channel Split by Region



Channel Split by Region

Social Channels Split by Region



When comparing the Channel Split across Europe, the USA and China, there are clear differences from the outset. For one, the channels driving value for fashion luxury brands in China have **little crossover with those in Europe and the USA**. Chinese consumers are reached on a much larger variation of platforms, where the other two are mostly focused around Instagram.

The popularity of platforms available in China - such as WeChat, Weibo and Xiaohongshu (Little Red Book) - which often provide **all-in-one** digital spaces for networking, posting, shopping and more is an indicator as to why influencer marketing is more valuable for brands here.

In Europe and the USA, there are similarities in the popularity of channels. Due to the **visual-creative nature** of the luxury fashion industry, it comes as little surprise that Instagram represents the largest Channel for both regions. Interestingly, Facebook drives a large percentage of value in Europe, because of the extended opportunities for localized reach on this platform.

Top Social Posts by Region

The top social media posts by MIV® for the USA and Europe were both notable celebrities from each region: British actress Millie Bobby Brown for Moncler and Kylie Jenner for Givenchy. Xiaored, who had the highest ranking social media most in China is a significant KOL who posts content across Weibo, Douyin and Instagram.



Top post by MIV®

China



一坨小红花_

\$577K MIV® for Louis Vuitton



Top post by MIV®

Europe



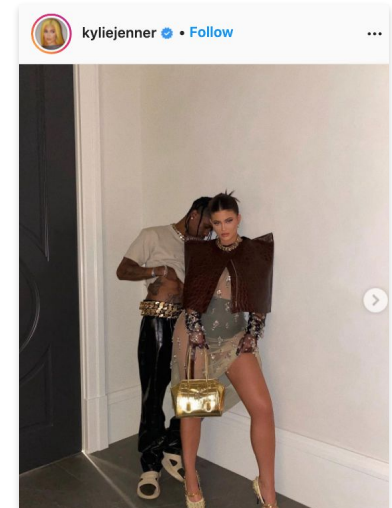
MILLIE BOBBY BROWN

\$1.4M MIV® for Moncler



Top post by MIV®

USA



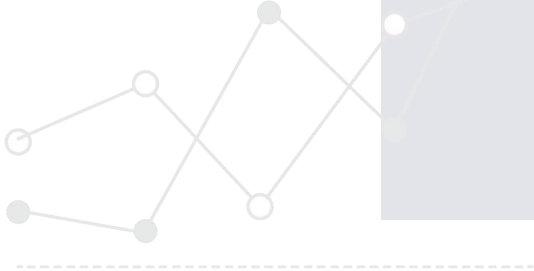
KYLIE JENNER

\$1.9M MIV® for Givenchy



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Influencer Tiers **by Region**

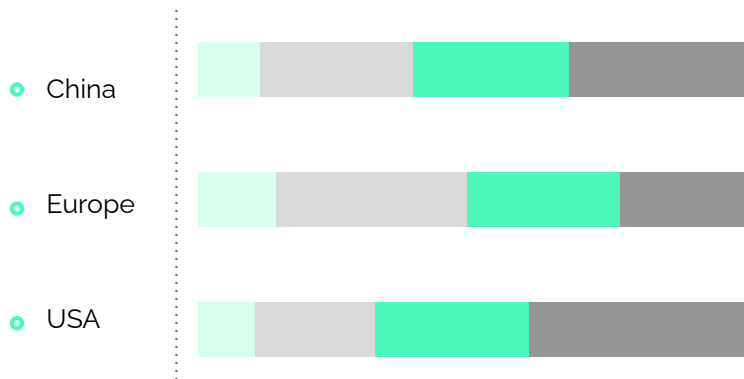


Influencer Tiers by Region

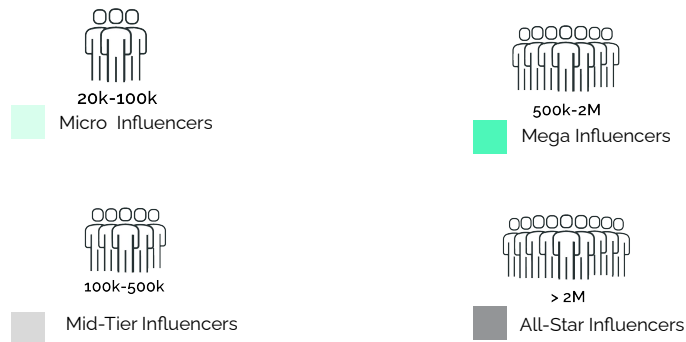
For the luxury fashion industry, both Asia and the USA had a similar distribution of their Influencer Tiers - both seeing the most value derived from **All-Star Influencers, followed by Mega Influencers**. These larger names created this noise over a small number of posts, with All-Star Influencers creating the smallest number of posts for both regions. This suggests that they are able to produce more impact **across fewer posts for brands**. Also, luxury fashion brands are well known for activating these larger Voices in their influencer marketing strategies, as they often focus on building long-term relationships with specific KOLs.

Europe's Influencer Tiers are slightly different in comparison. The largest group for this region is Mid-Tier Influencers who are responsible for **36% of the MIV®** generated by this Voice. This difference could be due to the small amount of posts published by All-Star and Mega Influencers - representing 2% and 8% respectively.








Influencer Tiers



On average, Mega and All-Star Influencers represent the most value for luxury fashion brands










China | Top 20 Fashion-Luxury Brands by MIV

		Top Voice	MIV	Evolution QtQ			Top Voice	MIV	Evolution QtQ
1.		Media	\$124M	124% ↑	11.	BOTTEGA VENETA	Media	\$23.1M	265% ↑
2.		Media	\$100M	80.8% ↑	12.	GIORGIO ARMANI	Media	\$21M	15.8% ↓
3.	GUCCI	Media	\$81.9M	110% ↑	13.	LOEWE	Media	\$21M	115% ↑
4.		Media	\$77.8M	98.4% ↑	14.	BALENCIAGA	Media	\$17.2M	173% ↑
5.		Media	\$51.5M	51.1% ↑	15.	MIU MIU	Media	\$14.8M	417% ↑
6.	PRADA	Media	\$35.1M	66% ↑	16.	VERSACE	Media	\$11.2M	154% ↑
7.	TOM FORD	Media	\$32.4M	20.7% ↑	17.	MONCLER	Media	\$7.3M	357% ↑
8.	SAINT LAURENT	Media	\$28.2M	164% ↑	18.		Media	\$5.6M	590% ↑
9.	BURBERRY	Media	\$28M	87.8% ↑	19.	MARC JACOBS	Media	\$5M	235% ↑
10.	 FENDI	Media	\$25.8M	112% ↑	20.		Media	\$4.1M	84.1% ↑
































*Evolution represents Q3 to Q4 2020 change

Europe | Top 20 Fashion-Luxury Brands by MIV

		Top Voice	MIV	Evolution QtQ		Top Voice	MIV	Evolution QtQ
1.		Media	\$250M	4.3% ↑	11.	BALENCIAGA	Media	\$37.3M 0.7% ↑
2.		Media	\$228M	17.8% ↑	12.	BURBERRY	Media	\$52.8M -9.7% ↓
3.	GUCCI	Media	\$191M	24.3% ↑	13.		Media	\$50.2M 32.3% ↑
4.		Media	\$162M	9.4% ↑	14.	BOTTEGA VENETA	Media	\$43.8M 20.5% ↑
5.	SAINT LAURENT	Media	\$116M	18.8% ↑	15.	MIU MIU	Media	\$41.4M 39.2% ↑
6.		Owned Media	\$107M	5.3% ↑	16.		Media	\$38.5M 35.2% ↑
7.	GIORGIO ARMANI	Media	\$107M	9.4% ↑	17.	LOEWE	Media	\$33.4M 13% ↑
8.	PRADA	Media	\$107M	9.5% ↑	18.	MONCLER	Media	\$27.1M 59.6% ↑
9.	VERSACE	Media	\$85.6M	-1.7% ↓	19.	MARC JACOBS	Media	\$24.7M 10% ↑
10.	 FENDI	Media	\$62.3M	-12.2% ↓	20.	TOM FORD	Media	\$22.3M 31.2% ↑

*Evolution represents Q3 to Q4 2020 change

USA | Top 20 Fashion-Luxury Brands by MIV

		Top Voice	MIV	Evolution QtQ		Top Voice	MIV	Evolution QtQ
1.		Media	\$94.4M	10.5% 	11.		Media	\$25.2M 68.6% 
2.		Media	\$87.8M	51% 	12.		Media	\$18.3M 0.5% 
3.		Media	\$78.3M	4% 	13.		Media	\$18.1M -35% 
4.		Media	\$56.9M	8.3% 	14.		Media	\$18.1M 11.8% 
5.	MARC JACOBS	Owned Media	\$47.4M	4% 	15.		Media	\$17.3M -7.7% 
6.	SAINT LAURENT	Media	\$41.7M	42.6% 	16.		Media	\$17M 38.2% 
7.	PRADA	Media	\$35.2M	-11% 	17.	BURBERRY	Media	\$16.1M -29% 
8.	VERSACE	Media	\$33.3M	-9.2% 	18.		Media	\$14.4M 49.8% 
9.	TOM FORD	Media	\$29.1M	4.9% 	19.	MONCLER	Media	\$9.9M 208% 
10.	GIORGIO ARMANI	Media	\$26.8M	8.3% 	20.	LOEWE	Media	\$9.8M 32.2% 

*Evolution represents Q3 to Q4 2020 change

LAUNCHMETRICS

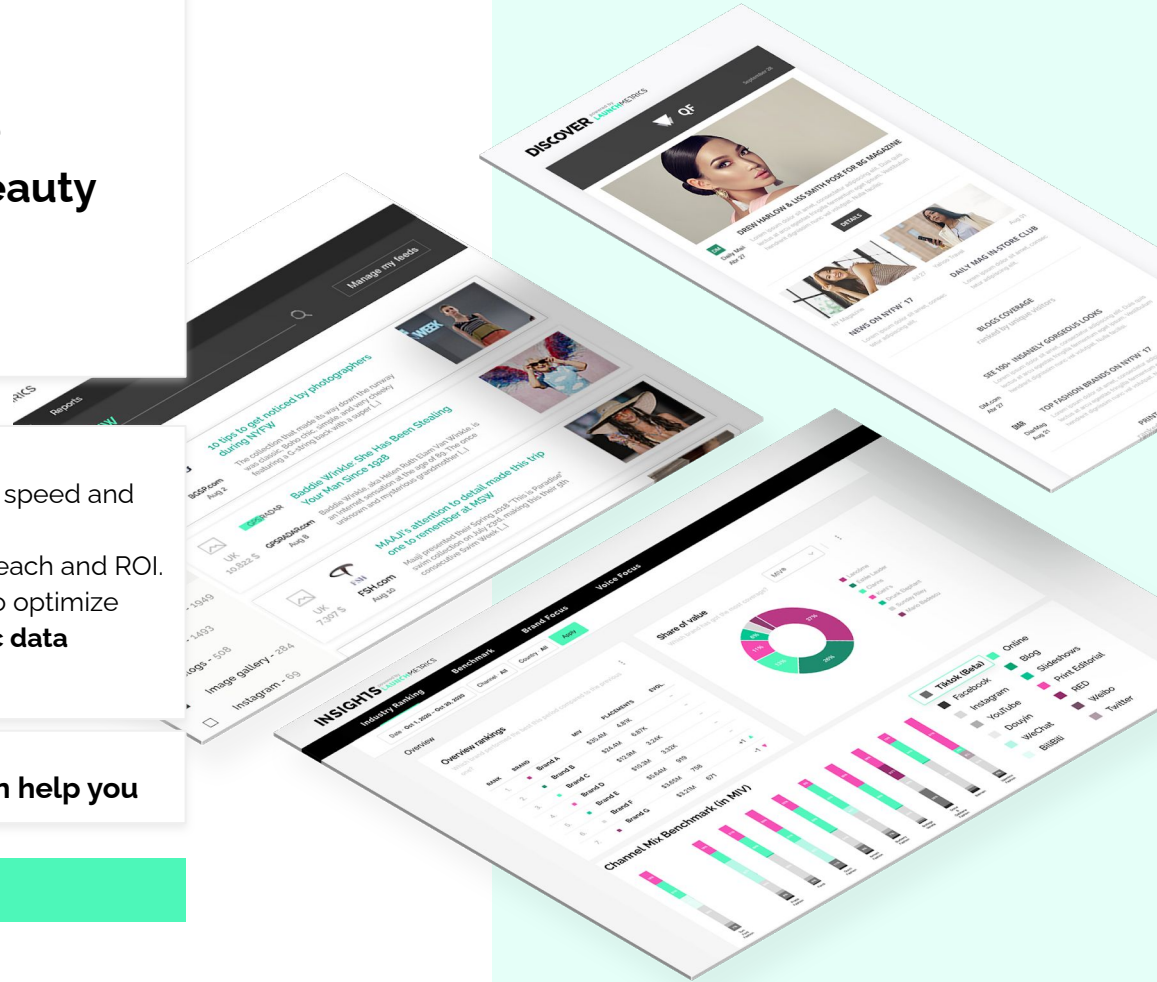
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LAUNCHMETRICS

CREATE. SHARE. MEASURE.

