

The Top 10

# Apparel Brands in the U.S.

September 2023





The Top 10

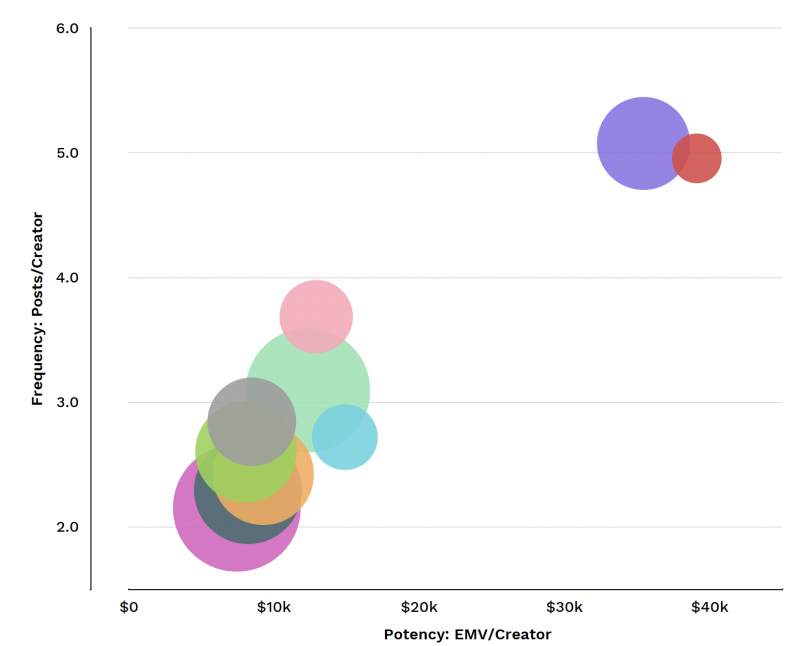
Apparel Brands in the U.S.

Competitive Set	Total EMV		MoM		YoY	
Fashion Nova	\$112,487,451	<div></div>	▼	6%	▼	14%
Nike	\$70,157,733	<div></div>	▼	4%	▼	5%
Zara	\$44,696,776	<div></div>	▲	7%	▼	7%
Gymshark	\$35,448,970	<div></div>	▼	13%	▲	32%
H&M	\$35,154,665	<div></div>	▲	14%	▲	9%
Adidas	\$34,989,126	<div></div>	▼	4%	▲	7%
SHEIN	\$30,444,133	<div></div>	▼	11%	▼	40%
Alo Yoga	\$25,510,915	<div></div>	▼	7%	▼	14%
Abercrombie & Fitch	\$24,476,799	<div></div>	▲	8%	▲	28%
Victoria's Secret	\$23,681,312	<div></div>	▲	75%	▲	143%

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Community Metrics

Community Size, Frequency, and Potency for Apparel Brands



Brands	Size: No. of Creators	MoM	Frequency: Posts / Creator	MoM	Potency: EMV / Creator	MoM
Fashion Nova	3,172	-1%	5.1	-3%	\$35.5k	-5%
Nike	5,675	-2%	3.1	-2%	\$12.4k	-2%
Zara	5,984	6%	2.2	3%	\$7.5k	1%
Gymshark	906	-13%	5.0	-4%	\$39.1k	0%
H&M	4,267	9%	2.3	9%	\$8.2k	5%
Adidas	3,770	5%	2.4	-14%	\$9.3k	-9%
SHEIN	3,762	-2%	2.6	2%	\$8.1k	-9%
Alo Yoga	1,973	-11%	3.7	-1%	\$12.9k	5%
Abercrombie & Fitch	2,881	3%	2.8	0%	\$8.5k	5%
Victoria's Secret	1,589	47%	2.7	45%	\$14.9k	19%

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Brand Highlight



















A Closer Look at Apparel



Just outside the Top 10, Ralph Lauren soared up the rankings to capture \$20.8M EMV, a 130% month-over-month increase in line with its 145% year-over-year growth. The American fashion brand benefited from a strong performance at New York Fashion Week—its first appearance there since 2019—launching its Spring-Summer 2024 collection to palpable excitement. Consequently, #NYFW became one of Ralph Lauren's most prominent September hashtags, securing \$1.9M EMV from 370 mentions by 216 creators. This buzz also translated to a 156% MoM growth in overall engagement, totaling 17.1M interactions across various social media platforms.

# What is EMV?

Earned Media Value, or EMV, quantifies the estimated value of consumer engagement with digital earned media. Our holistic approach assigns a unique value to a piece of content based on the platform it was published on and engagement received from followers and consumers. This value is then attributed to the specific brands mentioned within the post. EMV can be used to evaluate the earned performance of individual marketing campaigns and benchmark brands within the competitive landscape.

Posts by	Engagement via	On Platforms including
 <b>Creators</b>	 <b>Comments</b>	 <b>Instagram</b>
 <b>Brands</b>	 <b>Tweets/Retweets</b>	 <b>Youtube</b>
 <b>Retailers</b>	 <b>Favorites</b>	 <b>Facebook</b>
 <b>Publications</b>	 <b>Likes</b>	 <b>Twitter</b>
	 <b>Pins/Repins</b>	 <b>TikTok</b>
	 <b>Shares</b>	 <b>Pinterest</b>
	 <b>Video Views</b>	 <b>Blogs</b>

## Glossary of terms

### Community Metrics

- Community Size**  
The total number of creators who authored content about a brand within a given time period.
- Posting Frequency**  
The average number of posts authored per creator for a brand within a given time period.
- Creator Potency**  
The average amount of EMV driven per creator for a brand within a given time period.

### Creator Tiers

- Powerhouse Creator**  
Creators with over 1M followers on their primary channel.
- Established Creator**  
Creators with 300k to 1M followers on their primary channel.
- Mid-Tier Creator**  
Creators with 100k to 300k followers on their primary channel.
- Micro-Creator**  
Creators with fewer than 100k followers on their primary channel.

### Others

- Sponsored EMV**  
A post is labelled “sponsored” if it contains hashtags or language that denote a sponsorship, such as “#ad” or “#spon.”
- Engagements**  
The total number of likes, comments, and shares that content about your brand received.
- Reach**  
The total follower count of the creators who mentioned your brand.
- Impressions**  
How many times content about your brand was viewed by your creator community’s followers.