

The Top 10

# Luxury Fashion Brands in the U.S.

September 2023





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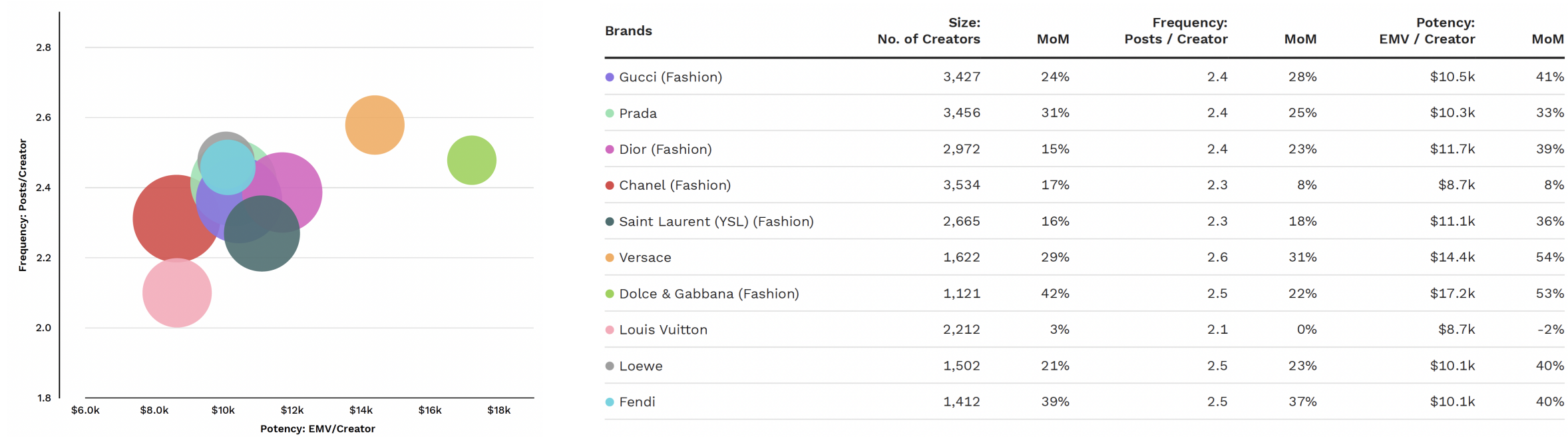
Luxury Fashion Brands in the U.S.

Competitive Set		Total EMV			MoM		YoY
Gucci (Fashion)	\$35,858,765			▲	76%	▼	1%
Prada	\$35,619,127			▲	74%	▲	4%
Dior (Fashion)	\$34,822,013			▲	60%	▲	5%
Chanel (Fashion)	\$30,574,290			▲	26%	▲	22%
Saint Laurent (YSL) (Fashion)	\$29,657,681			▲	58%	▲	7%
Versace	\$23,363,365			▲	99%	▼	19%
Dolce & Gabbana (Fashion)	\$19,297,825			▲	117%	▼	36%
Louis Vuitton	\$19,174,999			▲	0%	▼	21%
Loewe	\$15,148,934			▲	69%	▲	30%
Fendi	\$14,319,962			▲	95%	▼	50%

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Community Metrics

Community Size, Frequency, and Potency for Luxury Fashion Brands



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Brand Highlight



















A Closer Look at Luxury Fashion



Leading the pack this month, Gucci saw a remarkable 76% month-over-month EMV increase, primarily driven by the brand’s standout presence at Milan Fashion Week. This event featured the premiere of a collection from Sabato De Sarno, Gucci's new creative director. To heighten anticipation, Gucci hosted several A-list celebrities, including Julia Roberts (@juliaroberts on Instagram) and Jessica Chastain (@jessicachastain). Chastain stood out, ranking as one of the brand's most impactful creators, bringing in \$550.9k EMV. As a result, #MilanFashionWeek and #MFW became central to Gucci’s campaign, with a combined total of 440 mentions inspiring \$3.6M EMV. This engagement was fueled by buzz surrounding Gucci's Spring 2024 collection.

# 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.