



Lefty

Who won Paris Fashion Week AW 2019?

March 2019



Introduction

Trendy is the last stage before tacky
Karl Lagerfeld

Fashion Weeks are highly anticipated events among fashion professionals and the general public. Fashion houses unveil the latest creations that set the freshest trends for buyers and consumers. With all eyes on the runways, this season benefits from exceptional media coverage and brands compete to be identified with the most prestigious attendees. To attract curiosity and loom over competition, more and more resources are put into organizing the most unique shows.

One goal: gain the maximum media exposure

For the past couple of years now, fashion brands have been collaborating with influencers and celebrities to reach a wider audience via social media. Brands can, for instance, invite them to runway shows or even to walk, and through these influencers' posts, reach their followers.

Lefty (lefty.io), an influencer marketing platform, studied Paris Fashion Week Women's (PFW - February 25 - March 5, 2019) to spotlight the most visible brands on influencers' Instagram feeds.

About the Study

Keep the best, forget the rest
Karl Lagerfeld

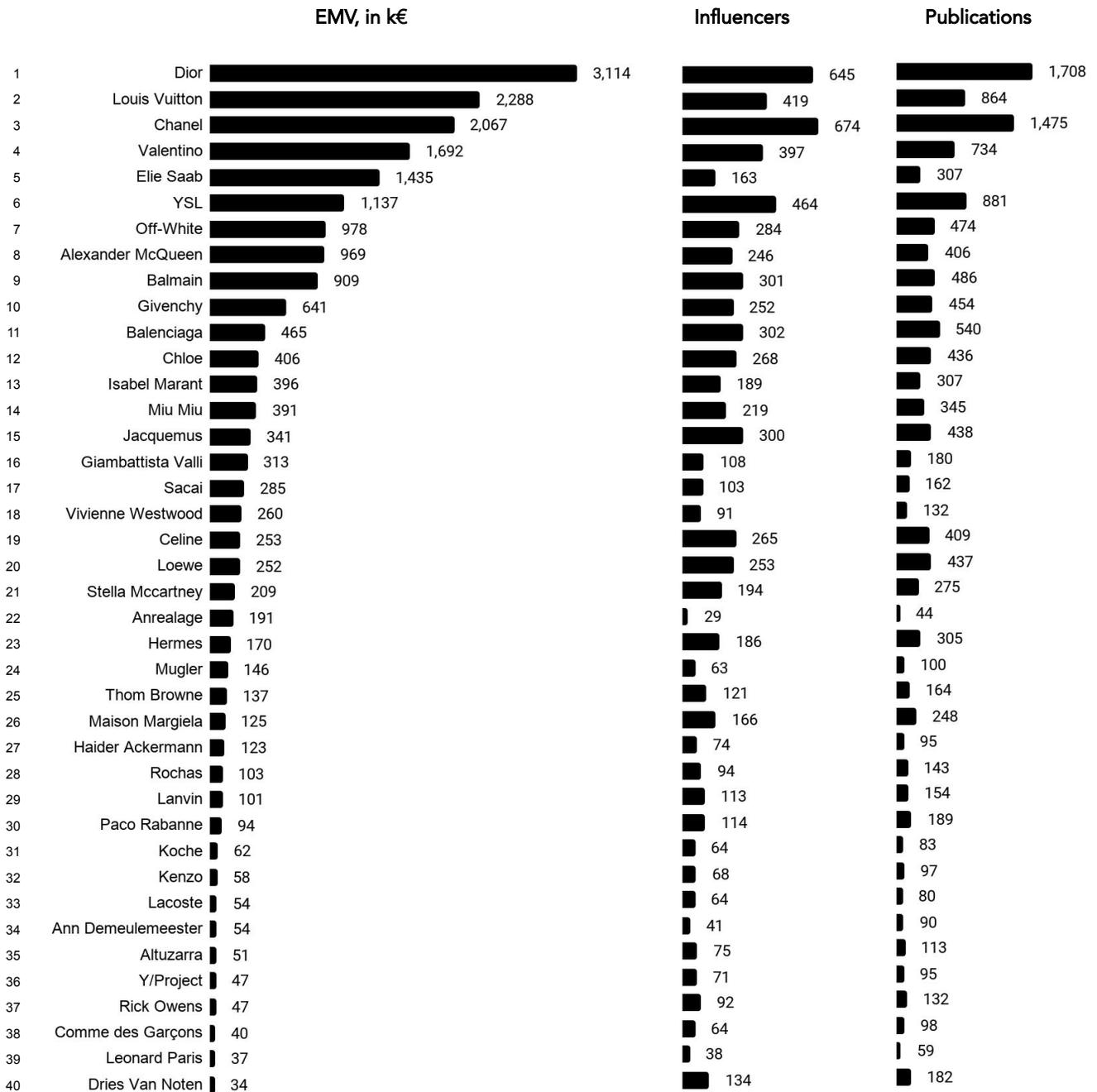
Methodology

This study analyzes 1,719 influencers (>50k Instagram followers) identified by Lefty proprietary algorithms. They qualified for our study for two reasons: they mentioned one of the 78 participating brands at PFW and at least one keyword or hashtag (e.g. #pfw, #pfw19, "Paris", "Fashion Week", etc.) referring to PFW during the period of the event .

These influencers created no less than 13,512 publications mentioning one of the participating brands, i.e. €19.5m worth of media value. The EMV (earned media value) is calculated by estimating each publication's impressions and associating a CPM of €15 (= €0.15 per engagement).

Note: Despite our efforts to give an exhaustive study, some influencers who participated to PFW may not be part of our report.

Brand performance over the fashion week



Top 20 most impactful posts



Dior @caradelevingne
1.42m likes



Louis Vuitton @emmachamberlain
2.2m likes



Valentino @lilireinhart
2.74m likes



Chanel @jennierubyjane
1.4m likes



Ellie Saab @sofiacarson
413k likes



YSL @lenamahfouf
82.6k likes



Off-White @gigihadid
1.31m likes



Alexander McQueen @camilacoelho
123k likes



Balmain @daraxxi
325k likes



Givenchy @gal_gadot
725k likes



Balenciaga @haileybieber
883k likes



Chloe @daraxxi
380k likes



Isabel Marant @gigihadid
886k likes



Miu Miu @redvelvet.smtown
667k likes



Giambattista Viali @sofiacarson
321k likes



Sacai @zendaya
1.32m likes



Vivienne Westwood @ daraxxi
151k likes



Celine @naomi
169k likes



Loewe @tsubasa_0627official
133k likes



Jacquemus @negin_mirsalehi
229k likes

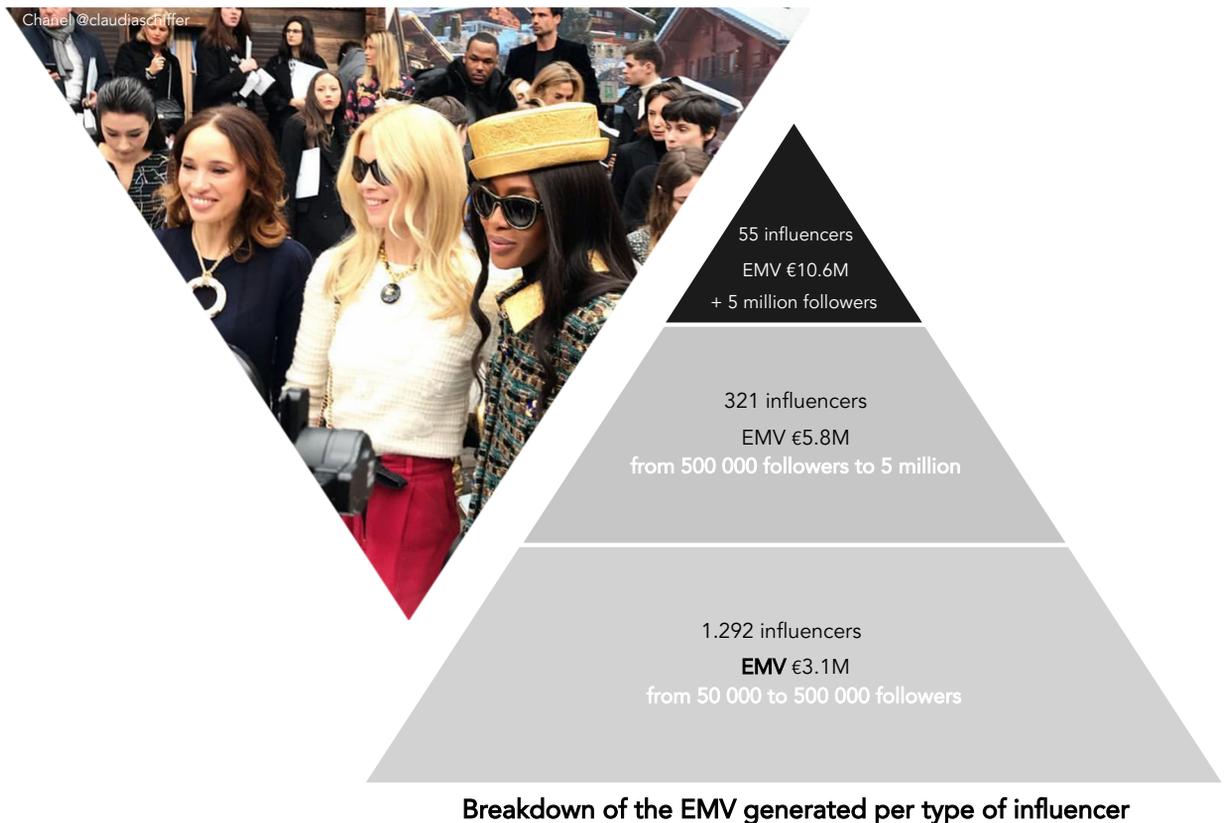
These posts were largely published by influential celebrities rather than digital influencers.

The preferred formats (streetwear photographs and selfies) shows the celebrity or influencer wearing a specific brand. Pictures of the actual runways are mostly content reserved for stories rather than posts.

Influencers at Paris Fashion Week

Over 1,7k influencers (with >50k followers each) covered the Fashion Week. Constituted of celebrities, digital influencers and fashion editors, this group generated €19.5m of EMV.

Only 55 influencers counted more than 5m followers, and they alone generated more than half of the PFW total media value.



Top 20 Paris Fashion Week contributors

	EMV, in k€	Followers in M	Posts	Engagement %
	894	6.8	3	29.2
	631	41.5	7	1.5
	581	9.4	10	4.1
	513	46.5	3	2.5
	434	17.3	5	3.4
	411	16.4	1	16.7
	395	13.8	2	9.5
	374	2.7	15	6.2
	336	9.3	3	8.0
	291	7.8	19	1.3
	267	7.3	9	2.7
	248	12.0	6	2.3
	230	2.1	3	24.4
	198	54.6	1	2.4
	168	5.2	7	3.1
	162	23.1	3	1.6
	156	6.7	11	1.4
	145	2.6	9	4.1
	142	16.2	2	2.9
	136	4.2	7	3.0

Spotlight on: Dior

Dior



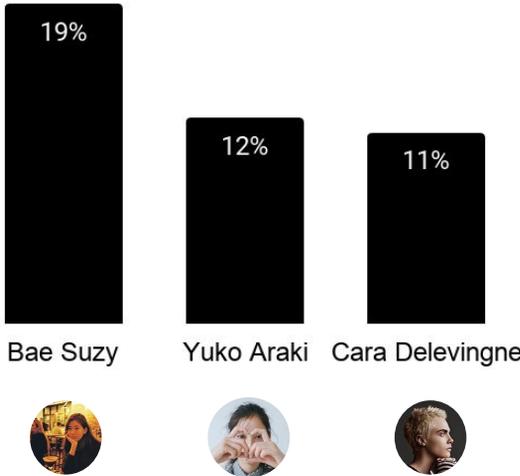
Dior
@caradelevingne

While Londoners enjoyed the "Designer of Dreams" retrospective on Christian Dior, fashion figures from across the globe gathered in Paris on February 26, 2019 to attend a most anticipated show.

The runway showcased tartans, tweed and British notes from Maria Grazia Chiuri's collection.

Prestigious guests included models, actresses, influencers from all around the world. Among them: Cara Delevingne, Camila Coelho, Chiara Ferragni, Karlie Kloss and Tanya Burr, to name a few.

Top 3 influencers per EMV contribution



Spotlight on: Chanel

Chanel



Chanel
@Fashionmax

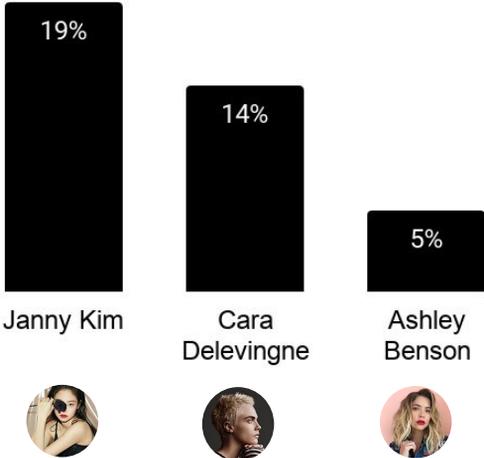
The farewell to the genius of Karl Lagerfeld took place on March 5, 2019 at the Grand Palais. It's in a magical and snowy atmosphere that the most anticipated show unfolded.

A most illustrious crowd gathered to discover the great couturier's last collection. Naomi Campbell, Claudia Schiffer, Ines de la Fressange or Kristen Stewart. Fashion influencers @songofstyle, @camilacoehlo and @carolinedemaigret also attended the show.

Cara Delevingne, Penelope Cruz, and Kaia Gerber walked the runway.

Needless to say, the show received unprecedented media coverage and was featured on many magazine covers such as Vogue, Fashionmax, Hypebeast, WWD and InStyle.

Top 3 influencers per EMV contribution



Spotlight on: Off-White

Off-White

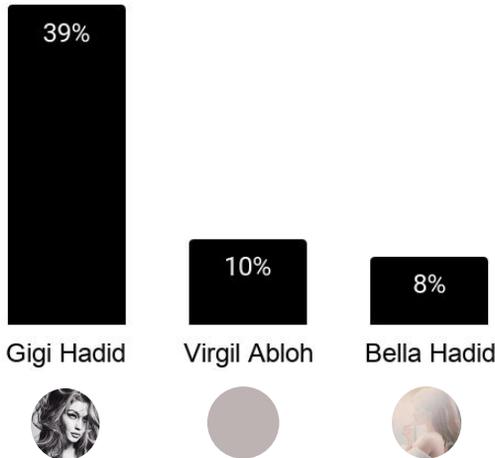


Off-White
@getty

Off-White is one of the most influential brands on social media. Virgil Abloh, founder of the brand, started off as an influencer and cumulates a community of 3.7m followers. Campaigns with Nike and Converse boosted Off-White’s visibility among digital natives. For PFW, the artist designed a collection inspired by Formula 1 races. Worn by supermodels Gigi Hadid, Bella Hadid and Karlie Kloss, the show was a genuine hit and got massive media attention.

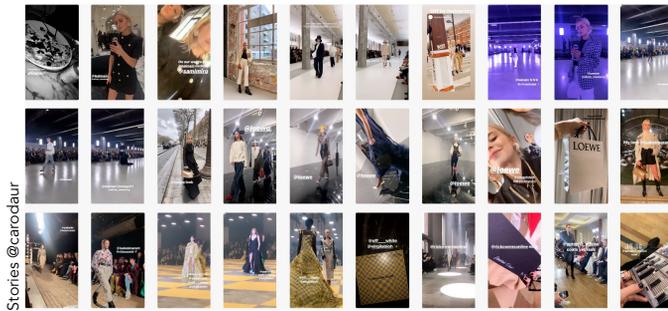
Gigi, Bella, and Karlie generated over 50% of the brand’s media value during FW. The show was also covered by all the specialized media like Highsnobiety, Hypebeast, BAZAAR and British Vogue.

Top 3 influencers per EMV contribution



Spotlight on: the influencers

Caro Daur : The digital influencer



Active from the first day of the Fashion Week, @carodaur published nearly 18 posts and 99 stories on one of the brands represented. Carodaur produced daily stories and captured 17 of the 75 fashion shows.

She captures her styles through her posts, as she wears brands she's used to collaborate with (Prada, Valentino). Because she is a digital native influencer with 1.8 million followers on Instagram, she is a prized profile by brands. The trusted and close relationships she built with her audience makes her most valued for collaborations.

Gigi Hadid : The influencer on the catwalk

Gigi comes to Paris Fashion Week to walk on the runway. This season, she walked for Off-White and Isabel Marant. The young woman maintains a close relationship with a few selected brands and "chooses" her shows. Brands leverage her reach to create an unprecedented impact on her audience - Gigi has an Instagram community of 46.4 million followers. She alone accounts for 95% of Isabel Marant's media value.



Isabel Marant
@gigihadid



Valentino
@sofiacarson

Sofia Carson : The multi-talented influencer

The American influencer with 12 million Instagram followers swung by Paris and for a quick stay: Valentino's fashion show. Yet, the 25 year old woman found the time for a photoshoot at place de la Concorde, wearing a Valentino red dress. Later she posed in the same dress alongside Pierpaolo Piccioli, Valentino's artistic director. Grandioso!

About Lefty

Created in 2015, Lefty is a platform that helps brands optimise their influence marketing programs. Based on proprietary, state-of-the-art technology, Lefty supports brands with influencer identification, management and reporting of their influencer marketing campaigns.

More information : <https://lefty.io>

For any question :
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