

# LA MODE Fashion

DECEMBER 2016: NON-LUXURY APPAREL



TRIBE DYNAMICS

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# Earned Media Value

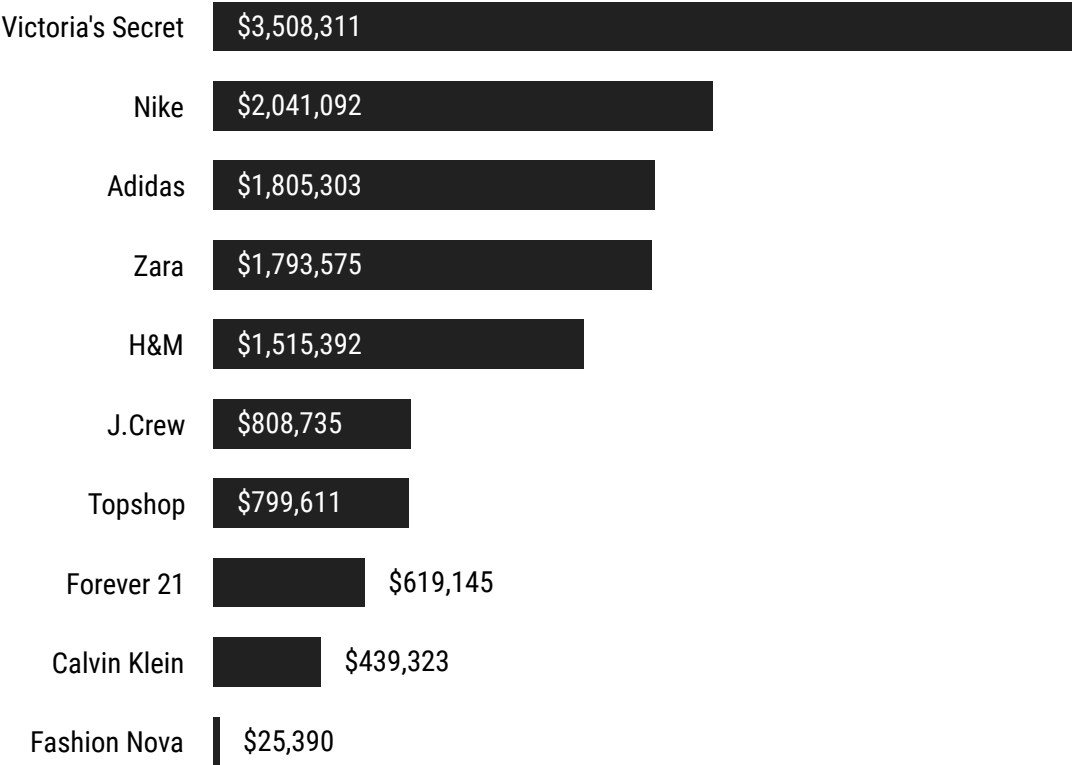
Earned Media Value (EMV) is Tribe Dynamics' prescribed metric that quantifies the estimated value of publicity gained through digital earned media and its respective engagement levels. Our holistic approach assigns a specific dollar value to each piece of content, based on the publishing channel's perceived value of digital word-of-mouth to brands within the industry. EMV serves as a tool for benchmarking across marketing activities and across brands.

In an effort to ensure that we are always providing the most insightful data and analysis to help you better understand the latest digital trends, we consistently improve our measurement of earned media performance. As we continue to advance our own understanding of earned media and learn about the industry, we will update our analytics to reflect new knowledge and innovations.

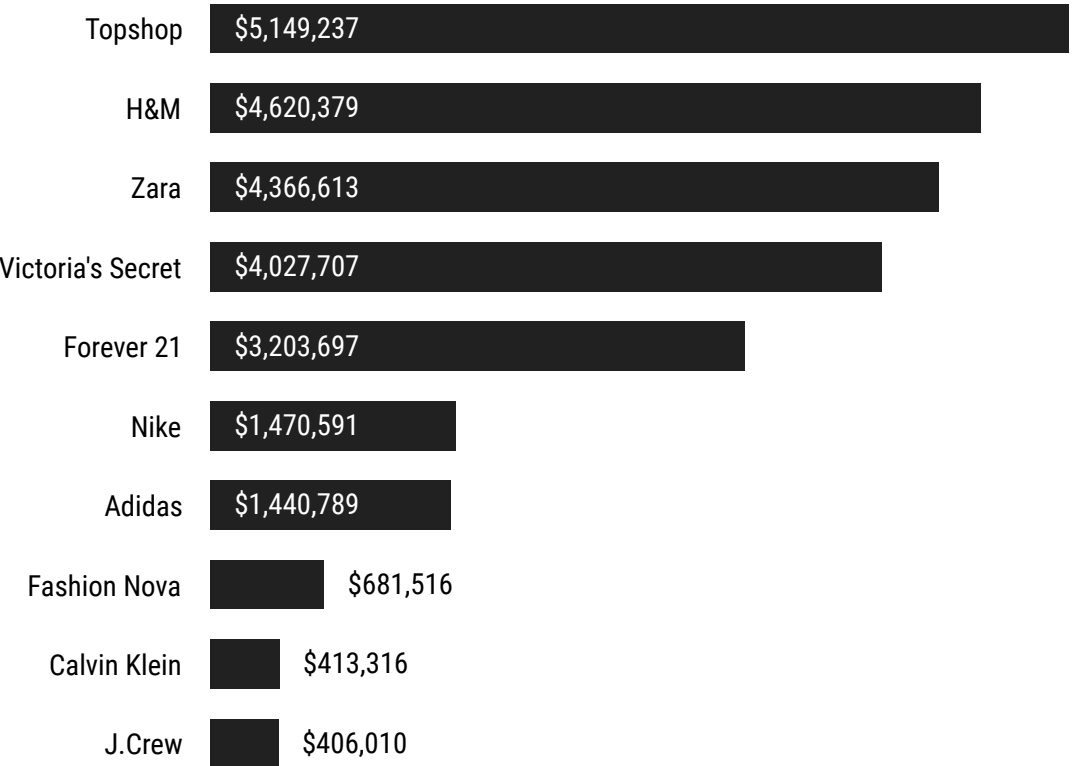
TOP 10 BRANDS BY EMV

Victoria's Secret	\$64,749,853
Zara	\$49,941,559
Adidas	\$49,086,705
Nike	\$39,042,452
H&M	\$35,940,583
Topshop	\$26,262,998
Fashion Nova	\$24,491,728
Forever 21	\$23,088,084
J.Crew	\$14,146,096
Calvin Klein	\$11,339,512

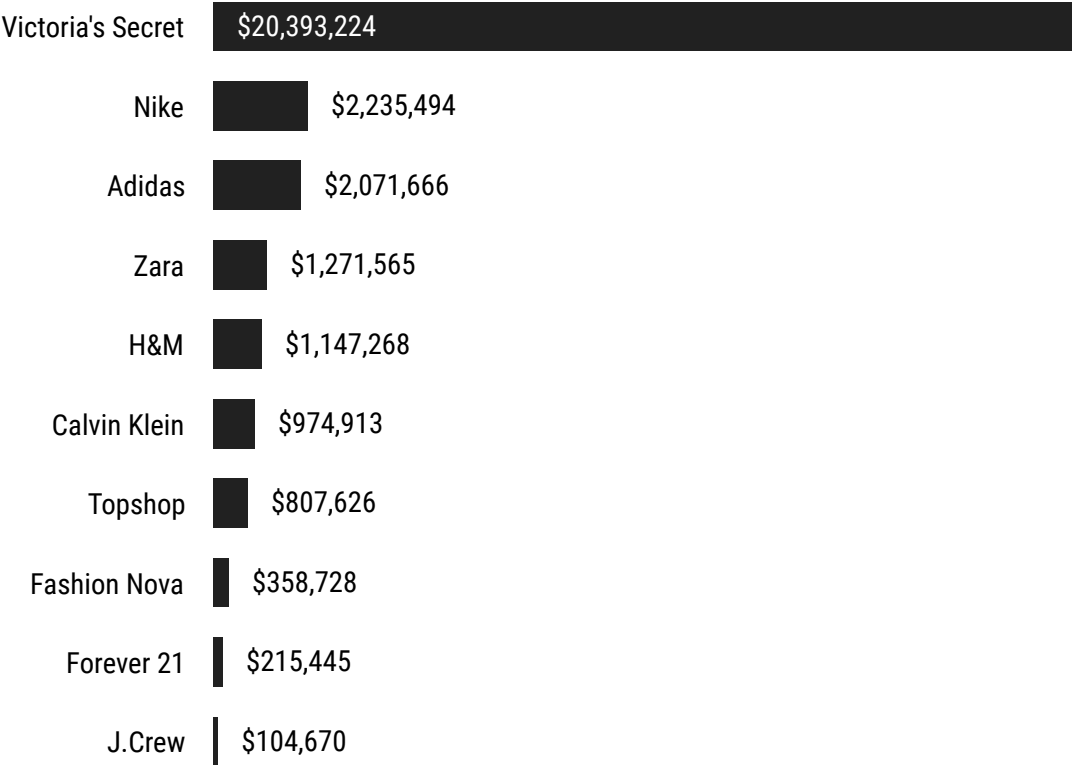
BLOG



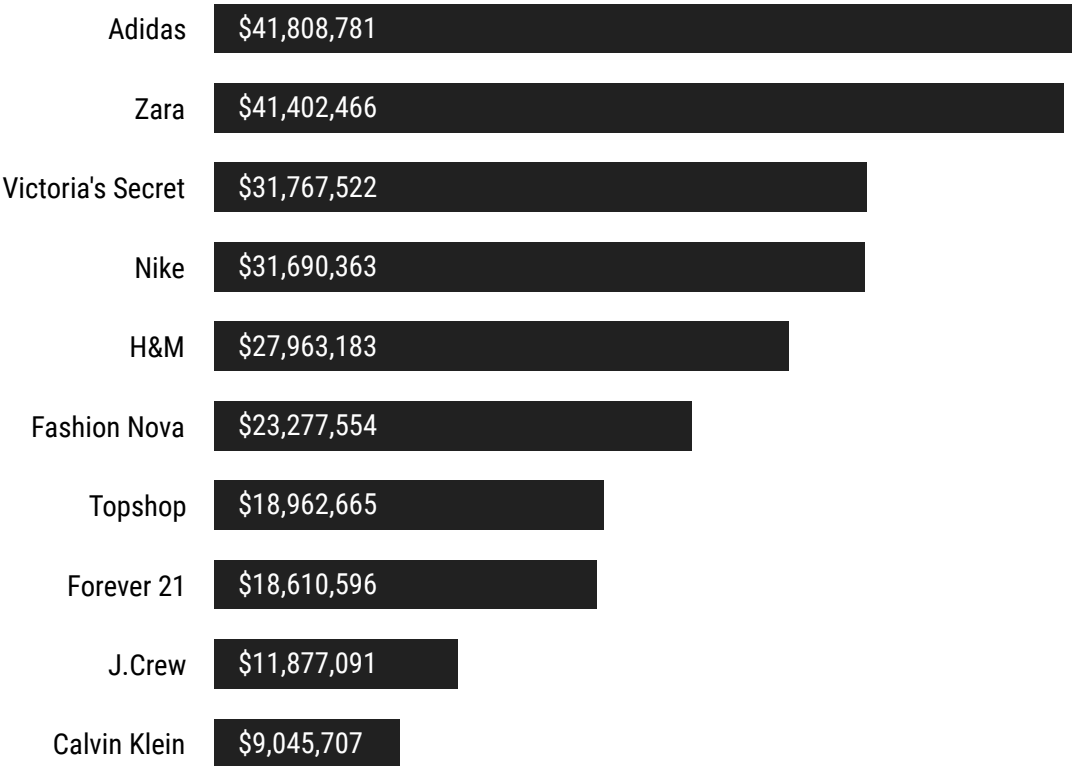
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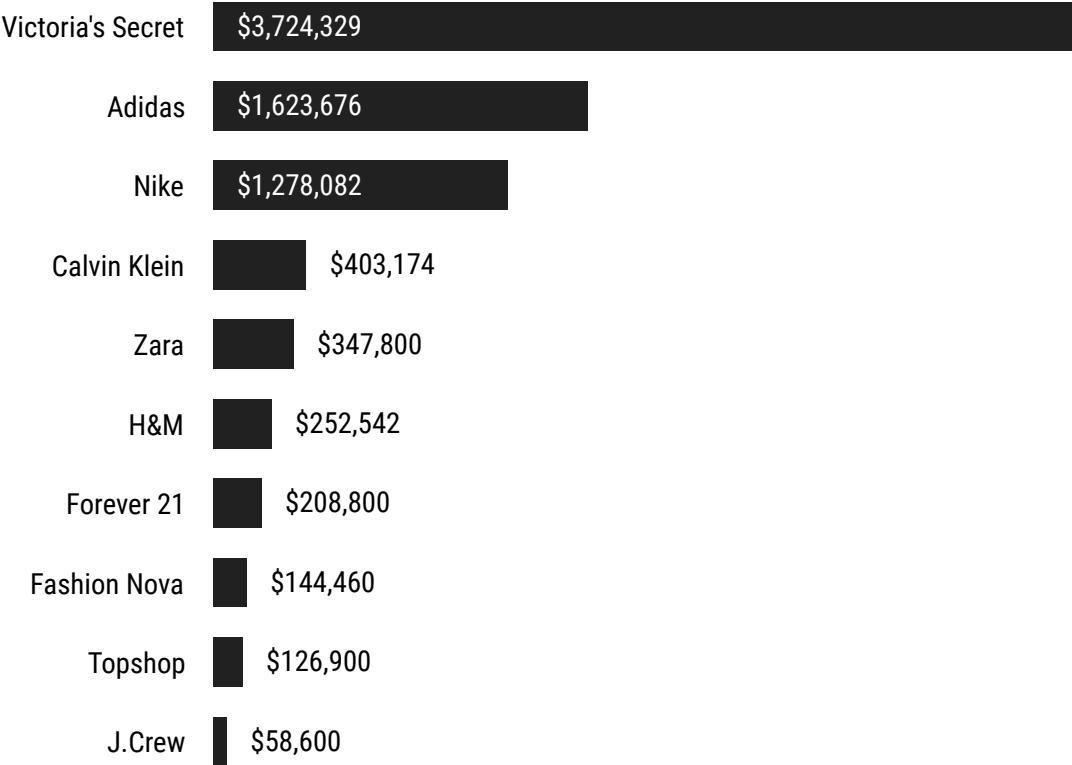
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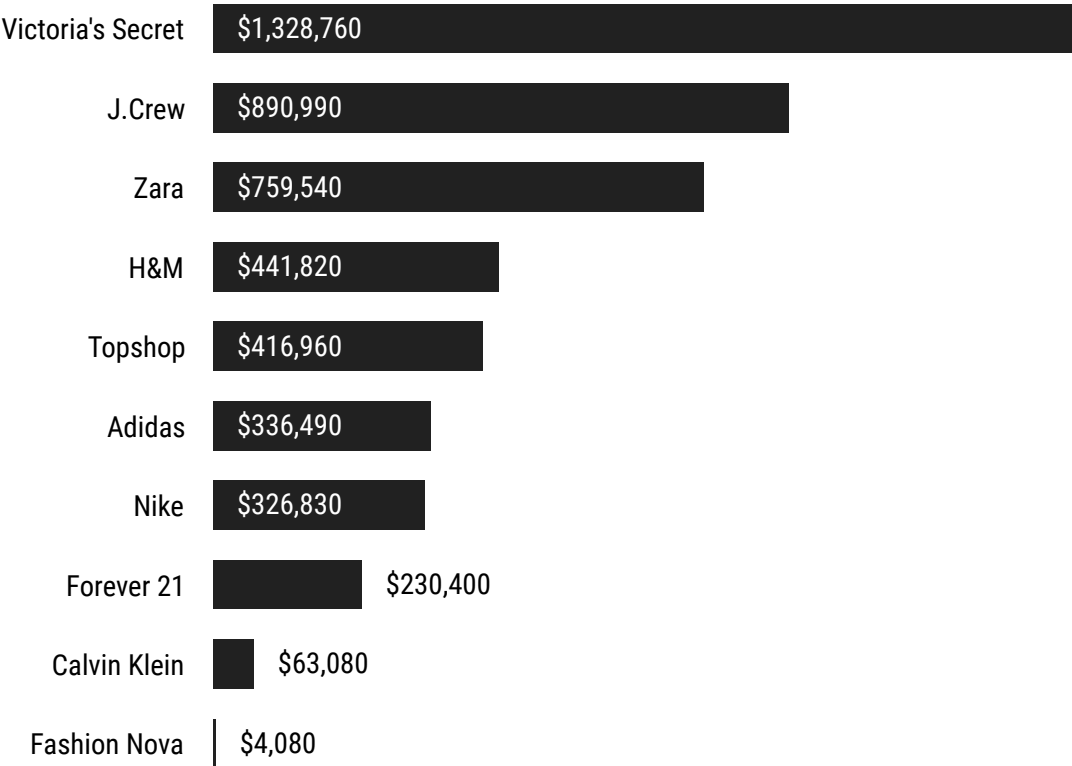
INSTAGRAM



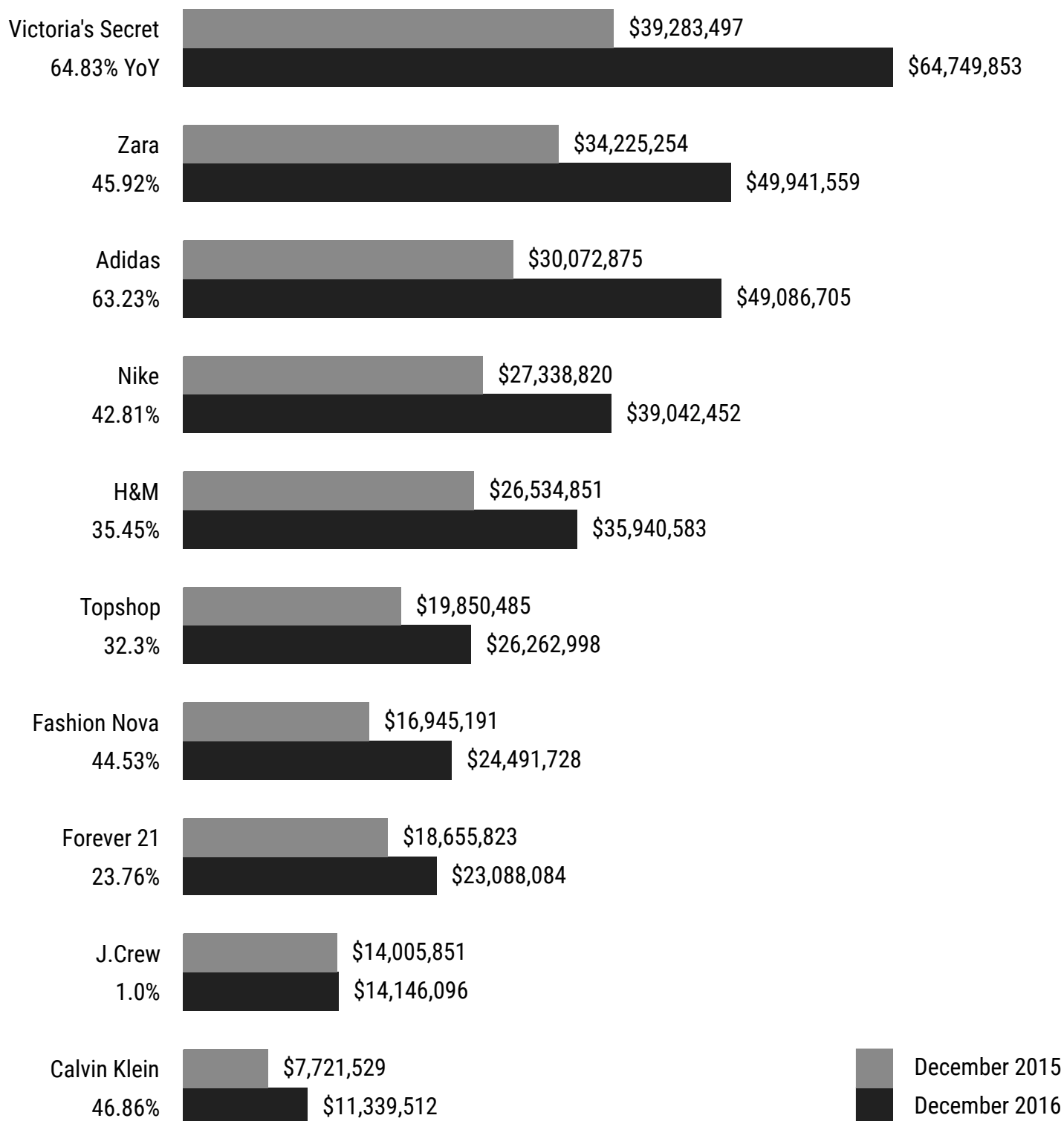
TWITTER



PINTEREST



## YEAR-OVER-YEAR GROWTH IN EMV





# Notes on the Top 10

## Victoria's Secret Takes Influencers Behind the Scenes

Victoria's Secret maintained its top spot in December with \$64.7M EMV. The brand continued to benefit from its fashion show, which aired on December 5. #Vsfs2016 and #vsfashionshow powered a combined \$15.0M EMV, down \$3.3M from November. Headlining musical artists The Weeknd and Lady Gaga created the top posts for the brand on their Vevo channels, while beauty influencers Desi Perkins (@desiperkins, \$120.3K EMV), Teni Panosian (@tenipanosian, \$201.7K), and Mariale Marrero (@mariale, \$338.0K) partnered with Beachwaver, the show's "official hair tool," to go behind the scenes at the event. The influencers were treated to a lavish dinner before the show and invited to film tutorials with Beachwaver founder Sarah Potempa. Each influencer posted effusive and emotional content around their "surreal" experiences, including Desi's husband, who teared up with pride while filming his wife backstage for their vlog channel, The Perkins (\$154.8K EMV).



@Tenipanosian shows off her "Angel" walk in a playful Instagram, inspiring 19.6K likes.

## Adidas Collaborates With Rita Ora

Adidas powered an impressive 63% year-over-year growth through new collection launches and an influencer event in Germany. The brand launched Ultra Boost 3.0 on December 6, driving \$820.6K EMV with the tag #ultraboost. Adidas also partnered with singer Rita Ora on a collaboration line, with mentions of “ritaora” generating \$701.3K EMV. Additionally, DJ-turned-social media star Hannah Bronfman (\$550.0K EMV) and supermodel Karlie Kloss (\$476.5K) joined the brand at its headquarters in Berlin, enjoying the opportunity to play in the Adidas archives as well as explore the city. Both participated in an Adidas Woman talk at the brand’s headquarters alongside influencers in the lifestyle and fitness space. Bronfman captioned an Instagram video of the event, “A snippet from yesterday’s panel on positivity, love and self-care with my amazing @adidaswomen girl crew.” Bronfman also consistently included the brand in 16 posts throughout the month, documenting her fitness journey.



Hannah Bronfman checks out the Adidas archives, generating 7.1K likes on Instagram.