

LA MODE Fashion

SEPTEMBER 2016: NON-LUXURY APPAREL



TRIBE DYNAMICS

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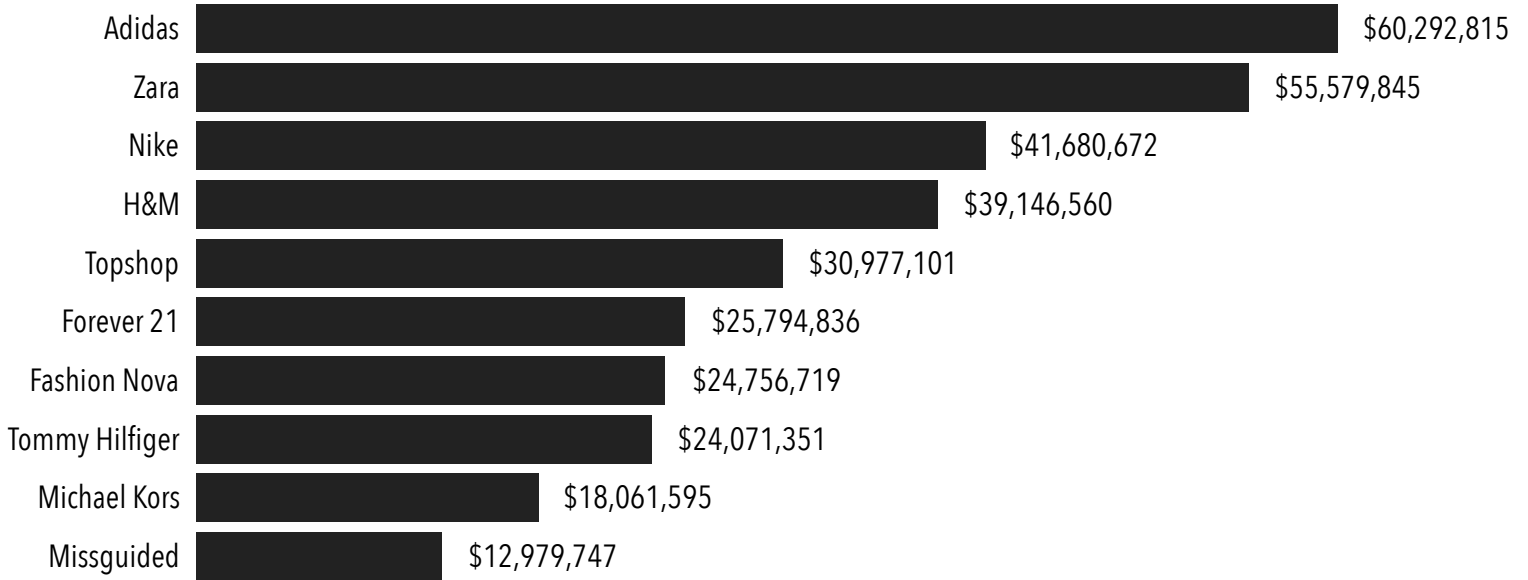
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Earned Media Value

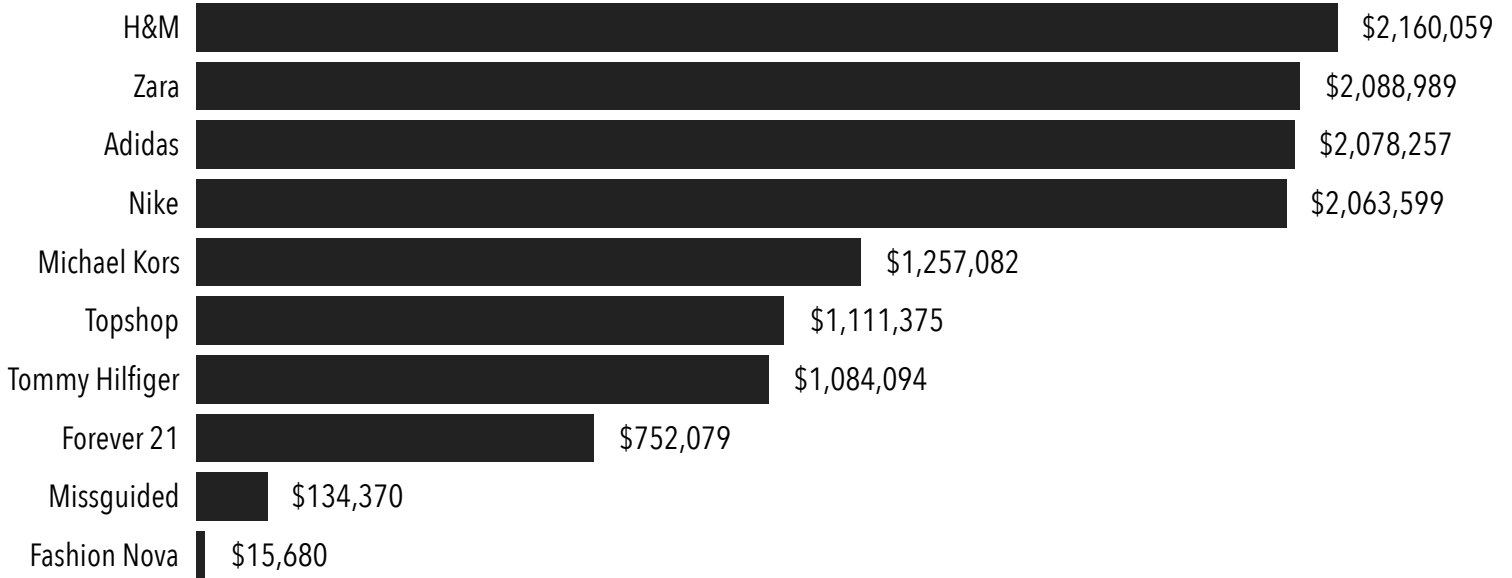
Earned Media Value (EMV) is Tribe Dynamics' prescribed metric that quantifies the estimated value of publicity gained through digital earned media and its respective engagement levels. Our holistic approach assigns a specific dollar value to each piece of content, based on the publishing channel's perceived 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.

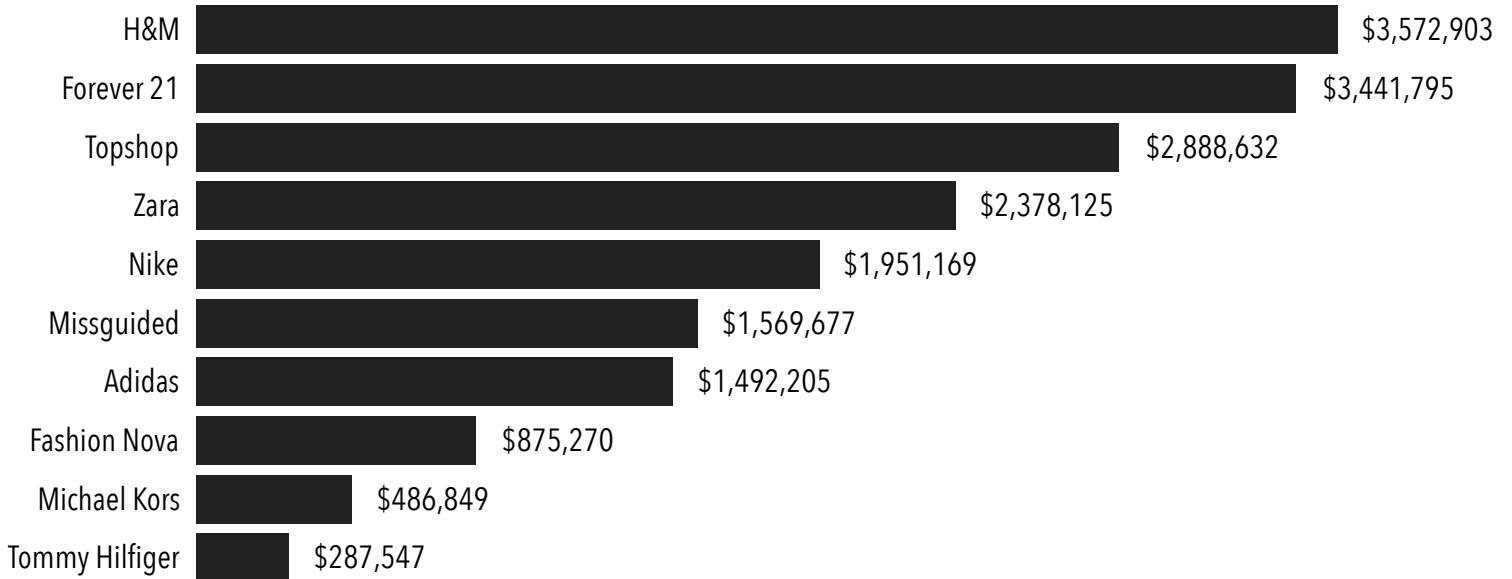
TOP 10 BRANDS BY EMV



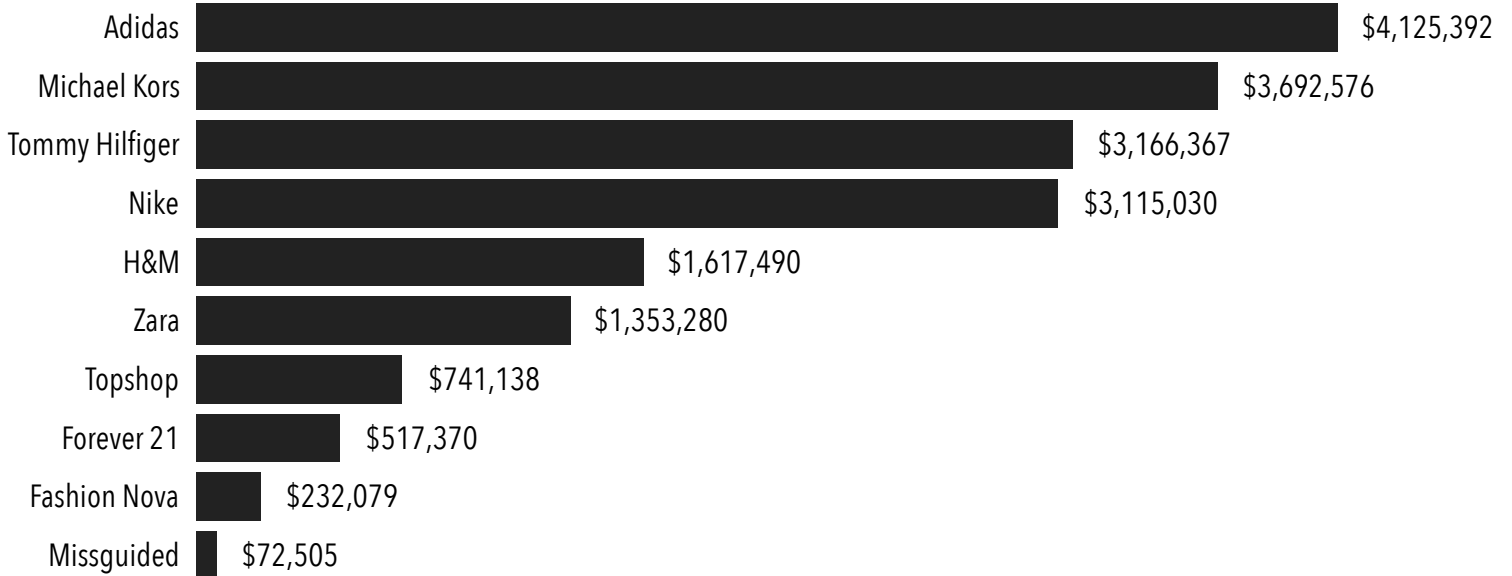
BLOG



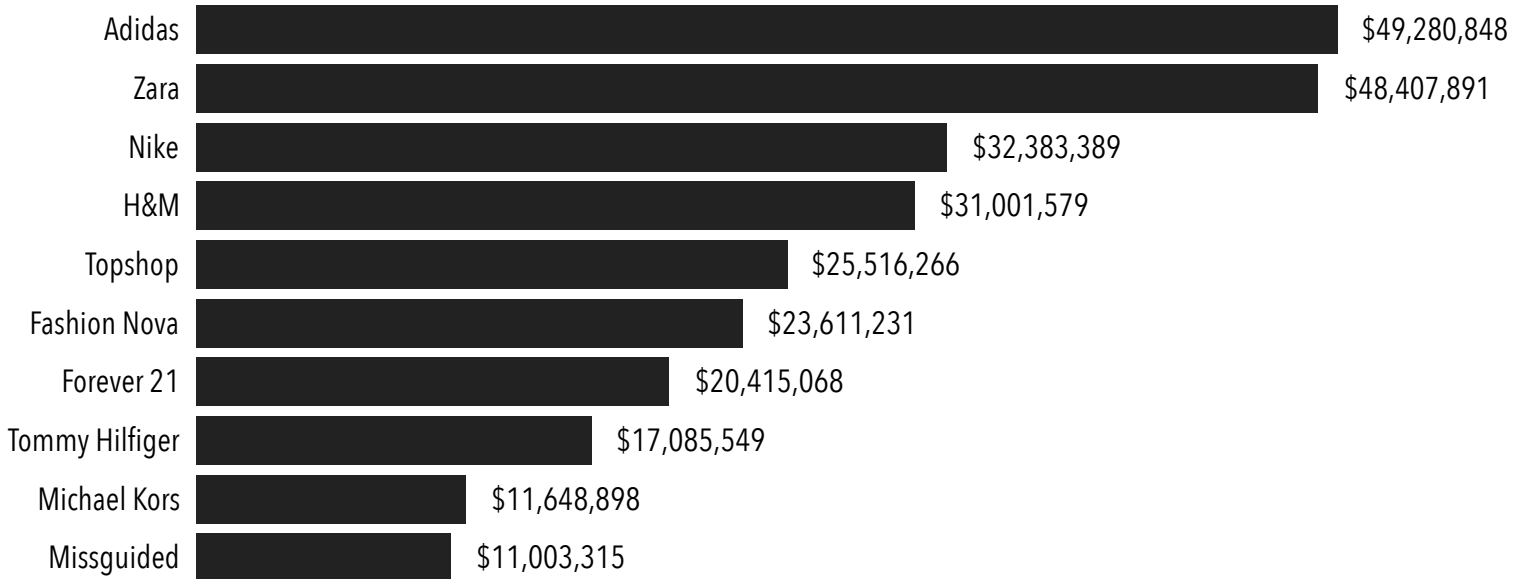
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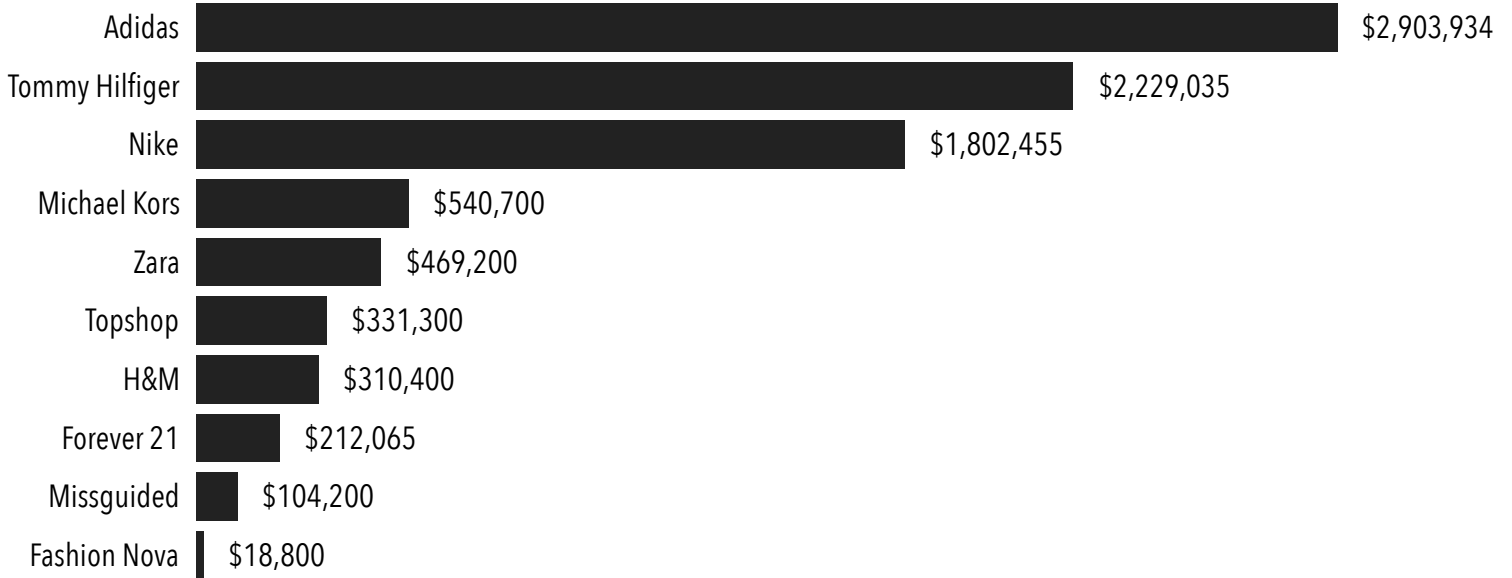
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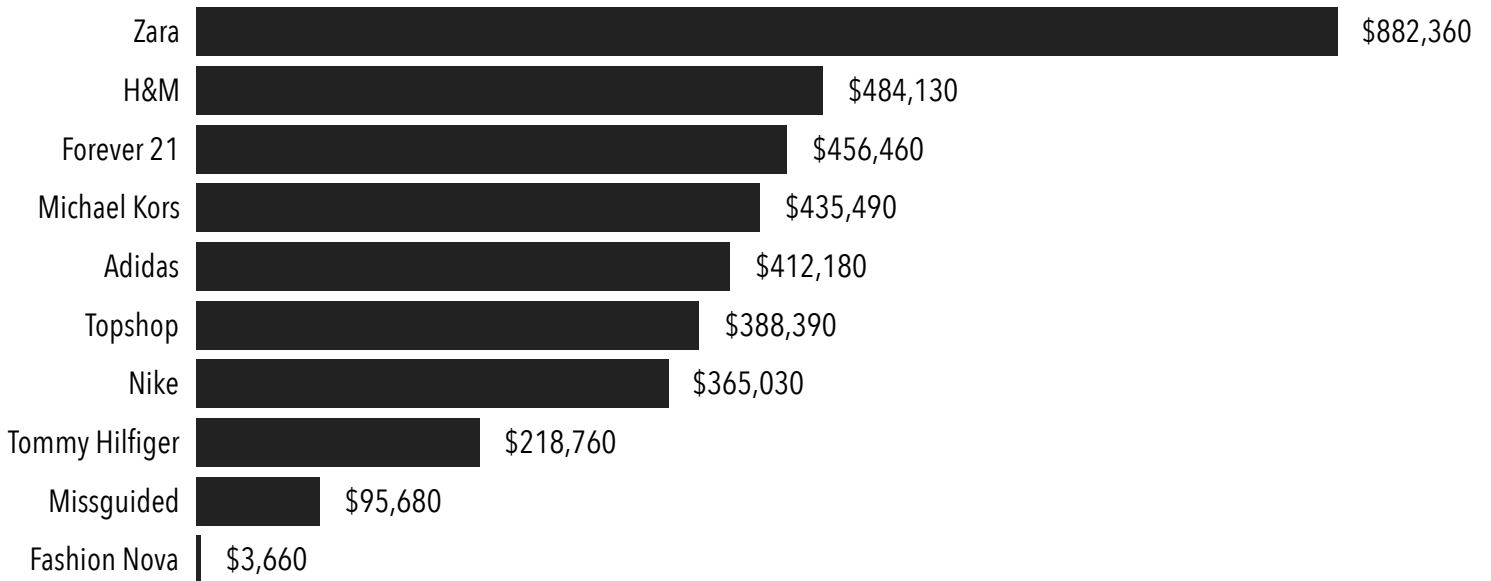
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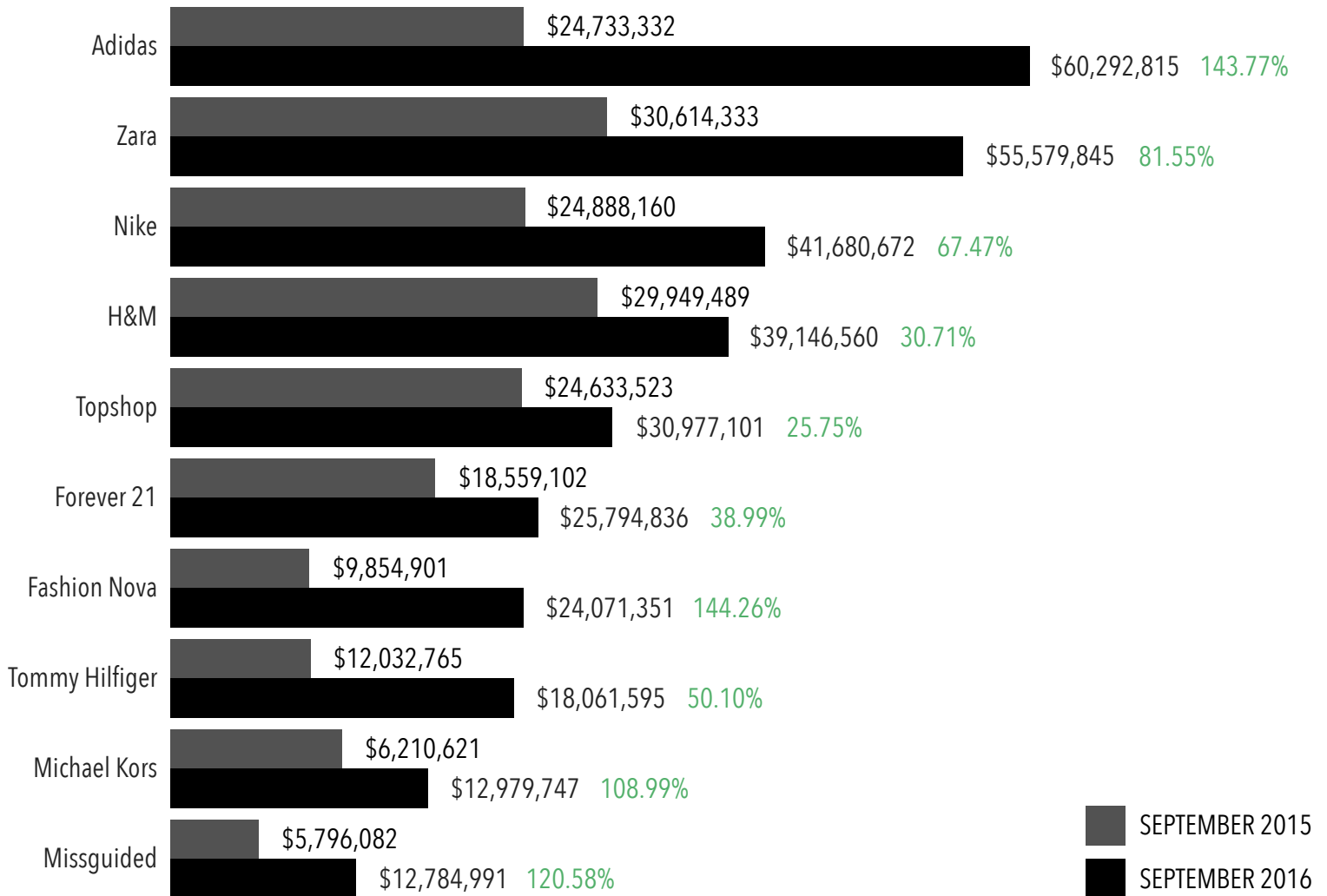
TWITTER



PINTEREST



YEAR-OVER-YEAR GROWTH IN EMV



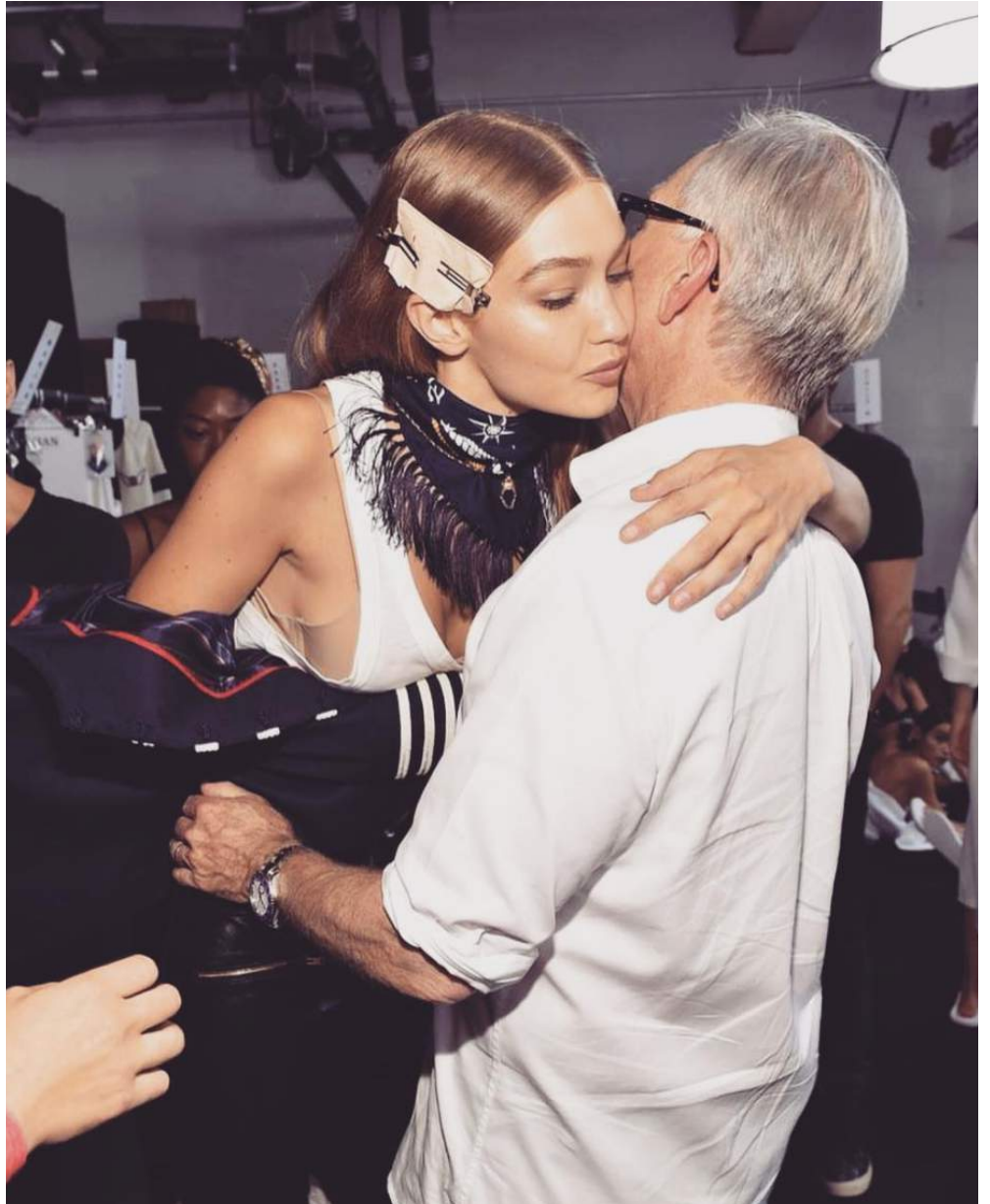
SEPTEMBER 2015
 SEPTEMBER 2016

Notes on the Top 10

On the strength of their influencer engagement during New York Fashion Week, Tommy Hilfiger and Michael Kors made it into the top 10. Fashion Nova, a newly tracked brand as of this month, lands itself in the top 10.

Tommy Hilfiger Takes NYFW with Gigi Hadid

Tommy Hilfiger's high-profile partnership with Gigi Hadid drove the majority of the brand's EMV for September. Hadid generated \$2.2M EMV over 26 posts through the promotion of her collection. The supermodel and newly-minted designer captioned an Instagram of herself with Tommy Hilfiger: "I will never be able to fully express my gratitude to you @tommyhilfiger - you are the best design/business mentor I could ever ask for! Thank you for this opportunity." In addition to content created by the star herself, mentions of the TommyxGigi collection generated \$9.6M EMV. The collection received enthusiastic reviews from Hadid's robust community of fellow models and influencers.



Gigi Hadid shares a candid snap backstage with Tommy Hilfiger, netting 1.0M likes.

Michael Kors Gives Influencers the Chance to #Accessitall

Michael Kors continued its strategy from February's NYFW, mobilizing the brand's influencer partners around the hashtag #allaccesskors (\$554.9K EMV). Additionally, top Instagram stars including chiaraferagni, camilacoelho, and songofstyle created content specifically around the brand's smart watch, showing their followers how the watch fit into their fashion week ensembles. These posts were unified by the hashtag #accessitall, which generated \$1.4M EMV.

Fashion Nova Maintains Popularity With Stars

New to the Tribe Dynamics database, Fashion Nova benefited from its cult-favorite status among reality television personalities, counting Amber Rose, Blac Chyna, and Cyn Santana as fans. Additionally, much of the conversation about the brand stemmed from lifestyle content aggregators like americanstyle. This content featured discount codes and



explicitly promotional language like, “@fashionnova has the hottest jeans out for the summer[...]Follow & Shop @fashionnova” in multiple posts. Many of these posts were also only displayed in influencers' feeds for a limited time before they were deleted.

Makeupshayla poses in her Fashion Nova ensemble during NYFW, generating 40.8K likes.



Chrisellelim Instagrams a moment from her star turn on the Rebecca Minkoff runway, garnering 12.3K likes.

Rebecca Minkoff Puts Influencers Front and Center

Rebecca Minkoff finished in the 11th spot, just missing out on the top 10 but posting its highest monthly EMV YTD thanks to its influencer-studded fashion show. The brand shut down Greene Street in front of its flagship store, enlisting fashion bloggers chrisellelim (\$364.7K EMV), peaceloveshea (\$127.9K), somethingnavy (\$486.7K) and galagonzalez (\$196.5K) to walk the runway alongside models. For the majority of these style stars, the Rebecca Minkoff show was their runway debut, and the experience prompted prolific content thanking the brand for the once-in-a-lifetime experience. The audience was also stacked with influencer powerhouses like Ingrid Nilsen, Fleur de Force, LeHappy, camilacoelho, and Maddi Bragg. Many of the attending bloggers expressed how excited they were to see their friends and fellow influencers walk in the show. Instagram star Rocky Barnes shared a photo from the show: “Street style at its best! @Rebeccaminkoff taking over the streets of SoHo...Loved seeing some of my blogger babes in the show!” Meanwhile, up-and-coming fashion blogger apinchoflovley was so inspired by the influencers in the show that she captioned her Instagram: “Talk about #goals, am I right?”