

LA MODE Fashion

AUGUST 2016: THIRD-PARTY RETAILERS



TRIBE DYNAMICS

Contents

2 EARNED MEDIA VALUE

3 Top 10 Retailers by EMV

4 EMV Performance by Channel

7 Trending EMV Performance

8 WORD CLOUDS

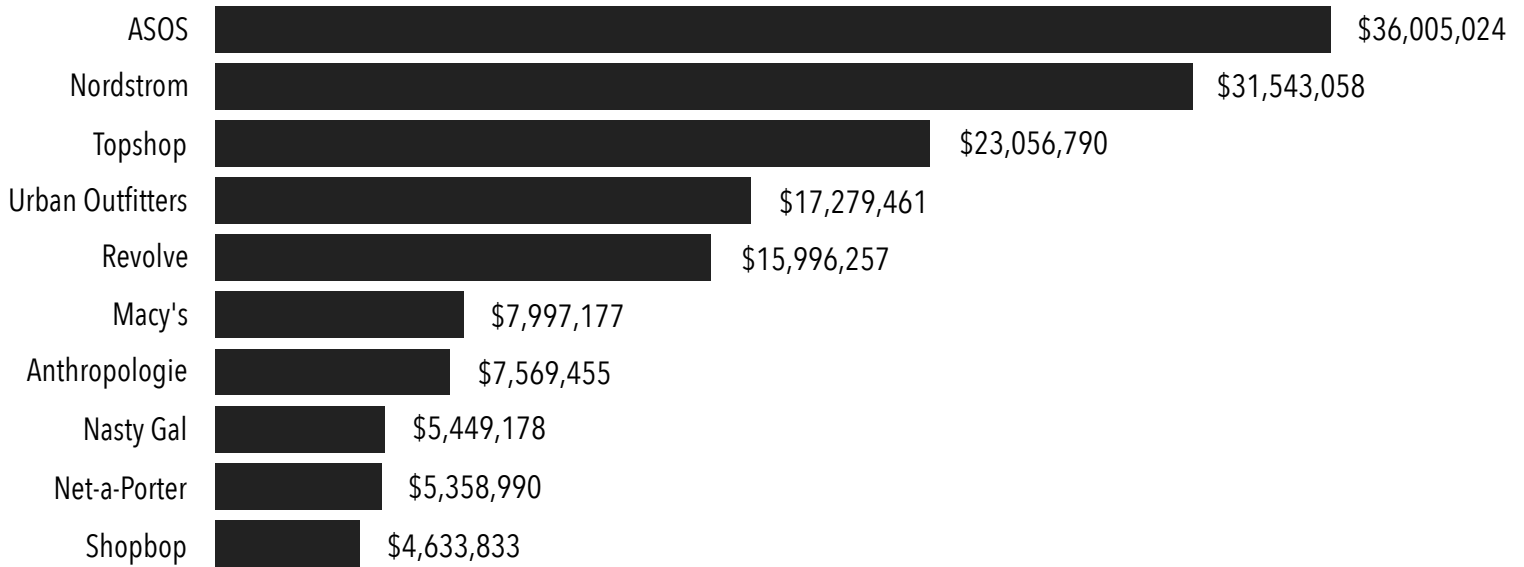
10 TOP INFLUENCERS BY RETAILER

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.

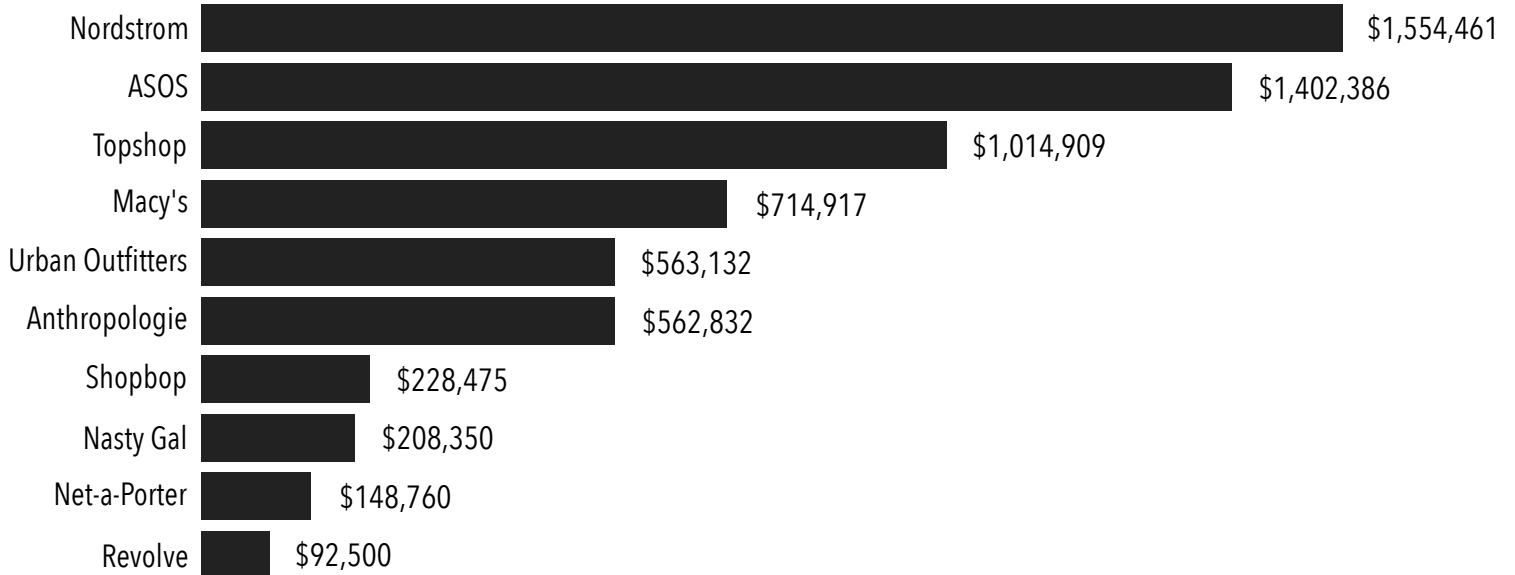
TOP 10 RETAILERS BY EMV



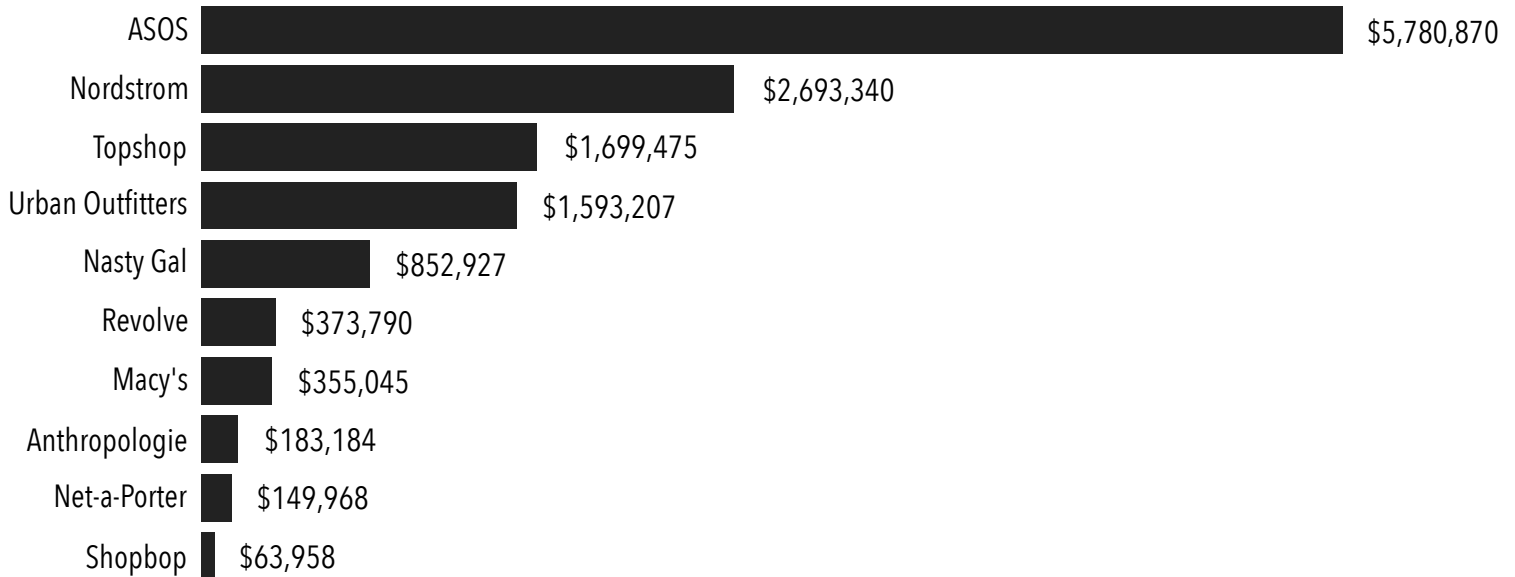
EMV LEADERBOARD HIGHLIGHTS

- ASOS surpassed Nordstrom and Revolve to secure the top spot. Both Nordstrom and Revolve saw significant month-over-month declines, following their impressive EMV performances in July.
- Macy's climbed four spots with a 69% month-over-month growth. While a significant amount of conversation surrounding Macy's focused on the retailer's store closures, announcements mentioning Macy's as a go-to location for new makeup launches also contributed to its EMV growth. These launches included Smashbox's collaboration with Lilly Singh and Tarte's collaborations with makeupshayla and nicolconcilio.
- Net-a-Porter partnered with influencers ohhcouture and amelialiana. Both influencers created content featuring themselves on vacation in Italy and France, tagged with their personalized hashtags, #OCxNetaporter and #ALxNetaporter. The hashtags drove a combined \$1.4M EMV.

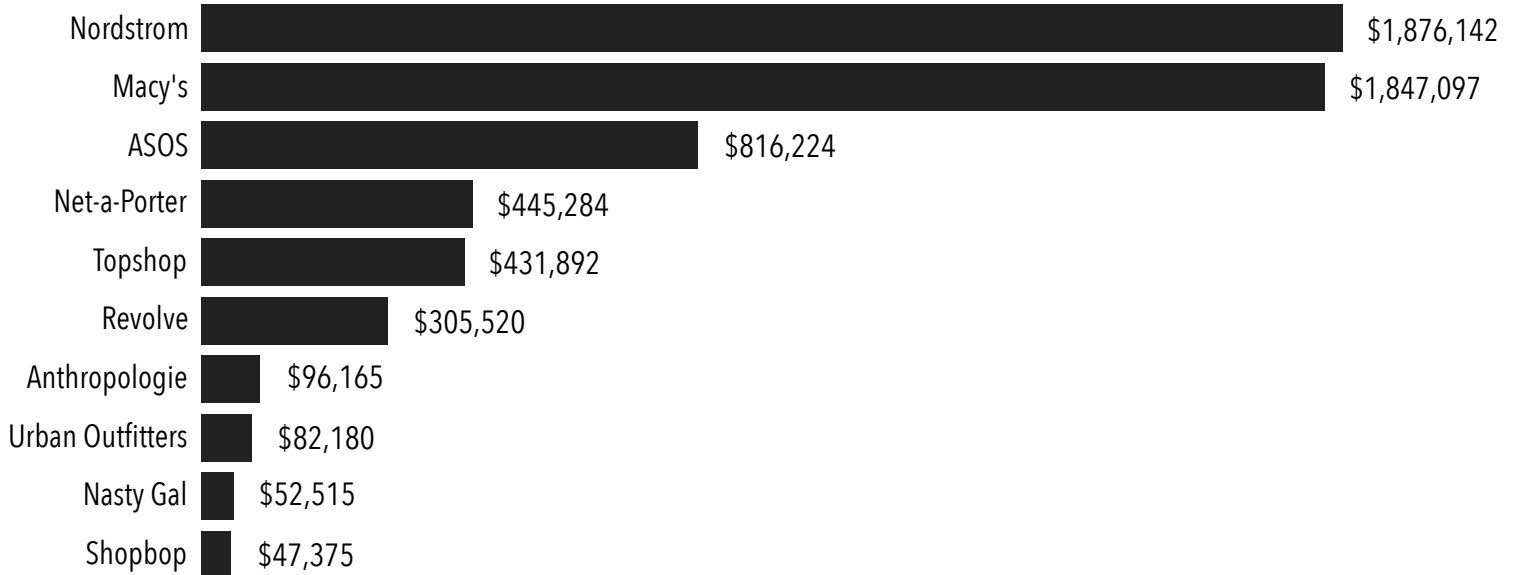
BLOG



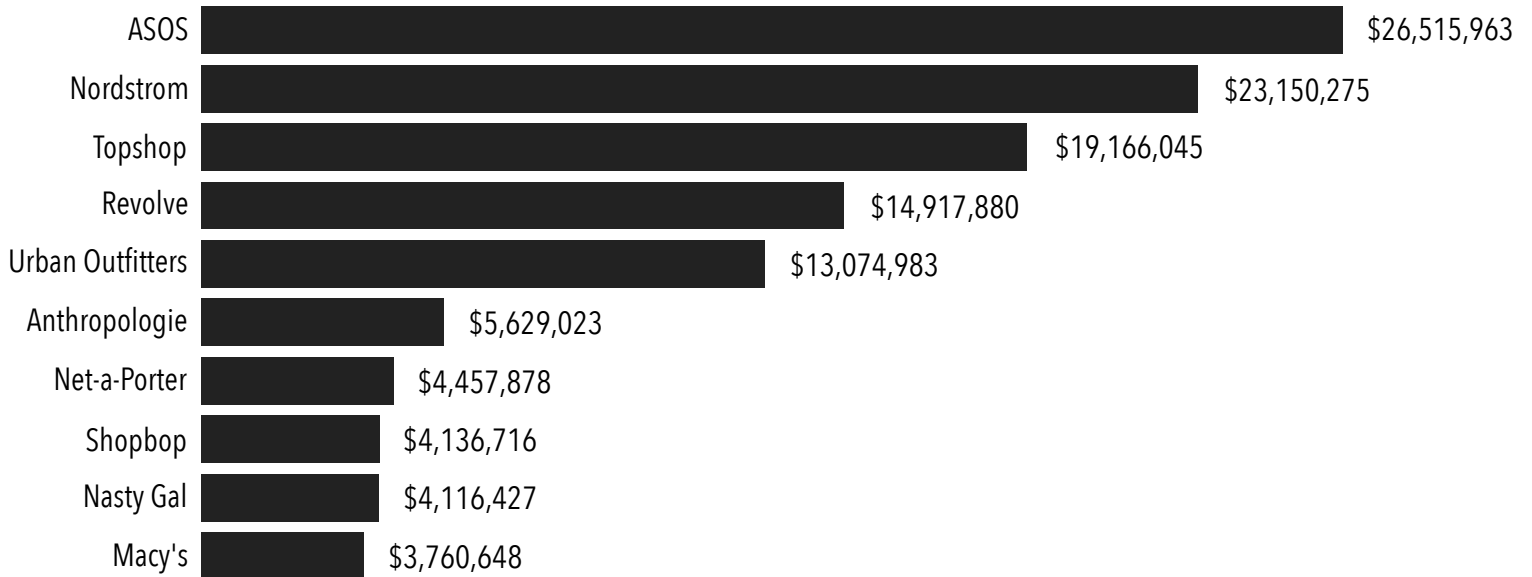
YOUTUBE



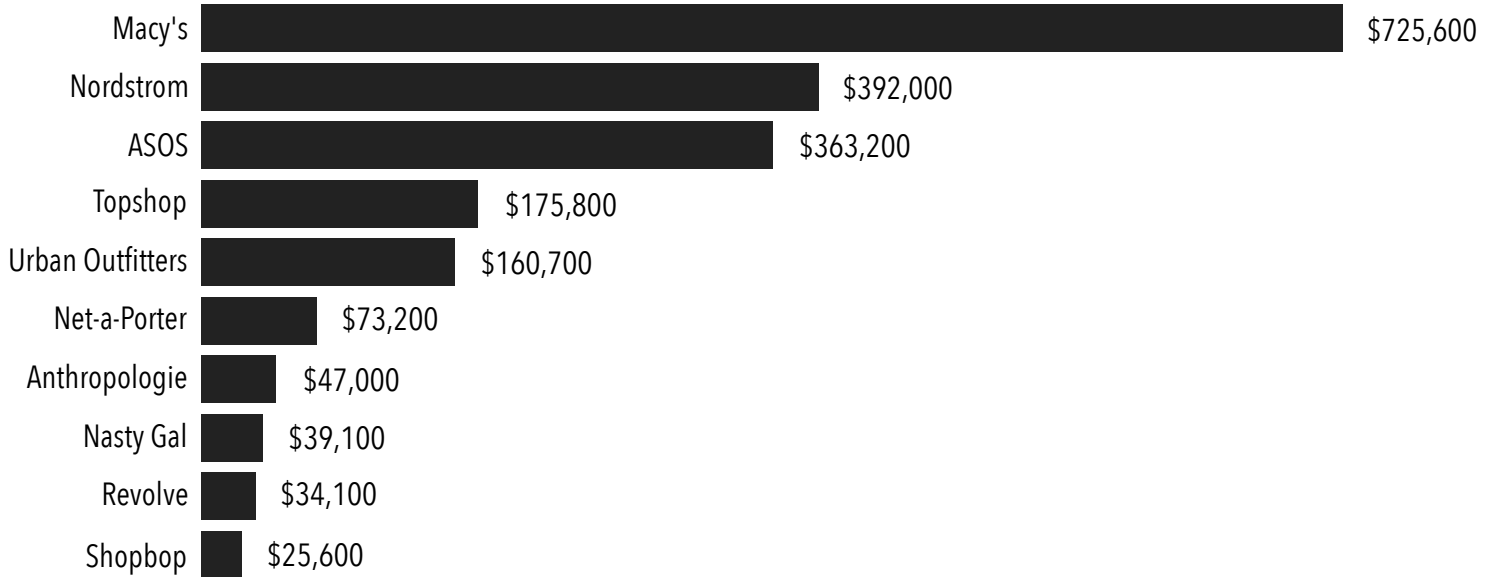
FACEBOOK



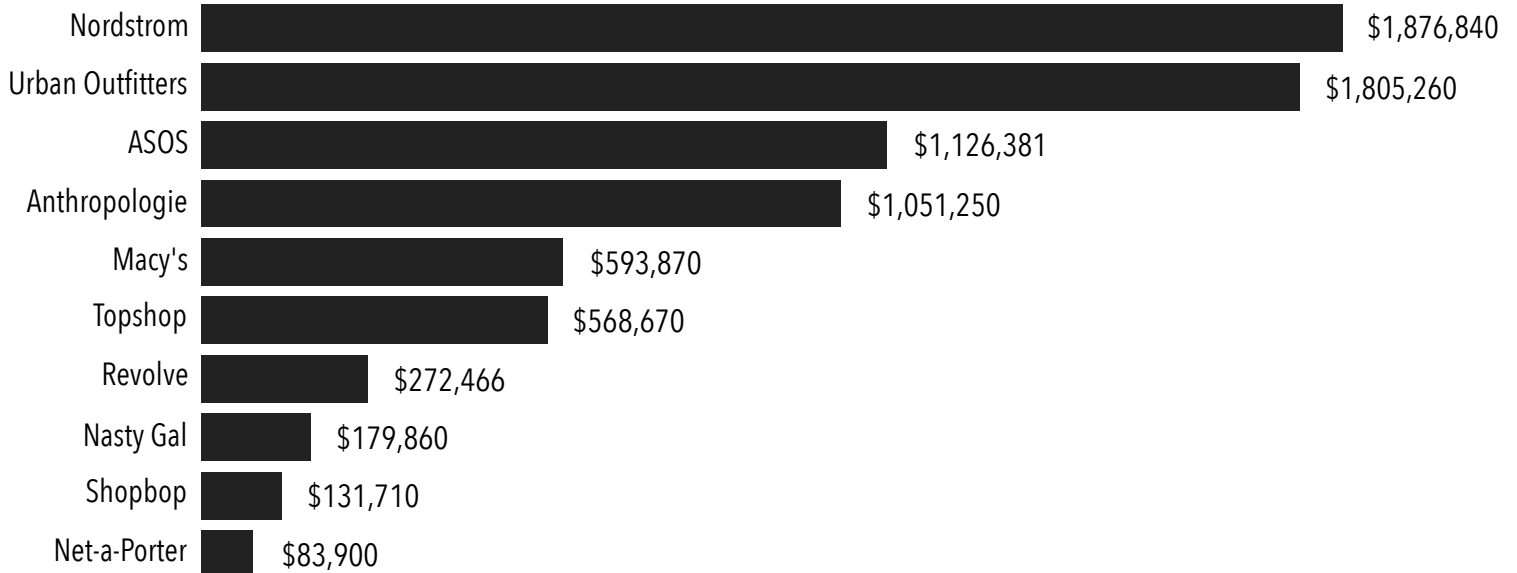
INSTAGRAM



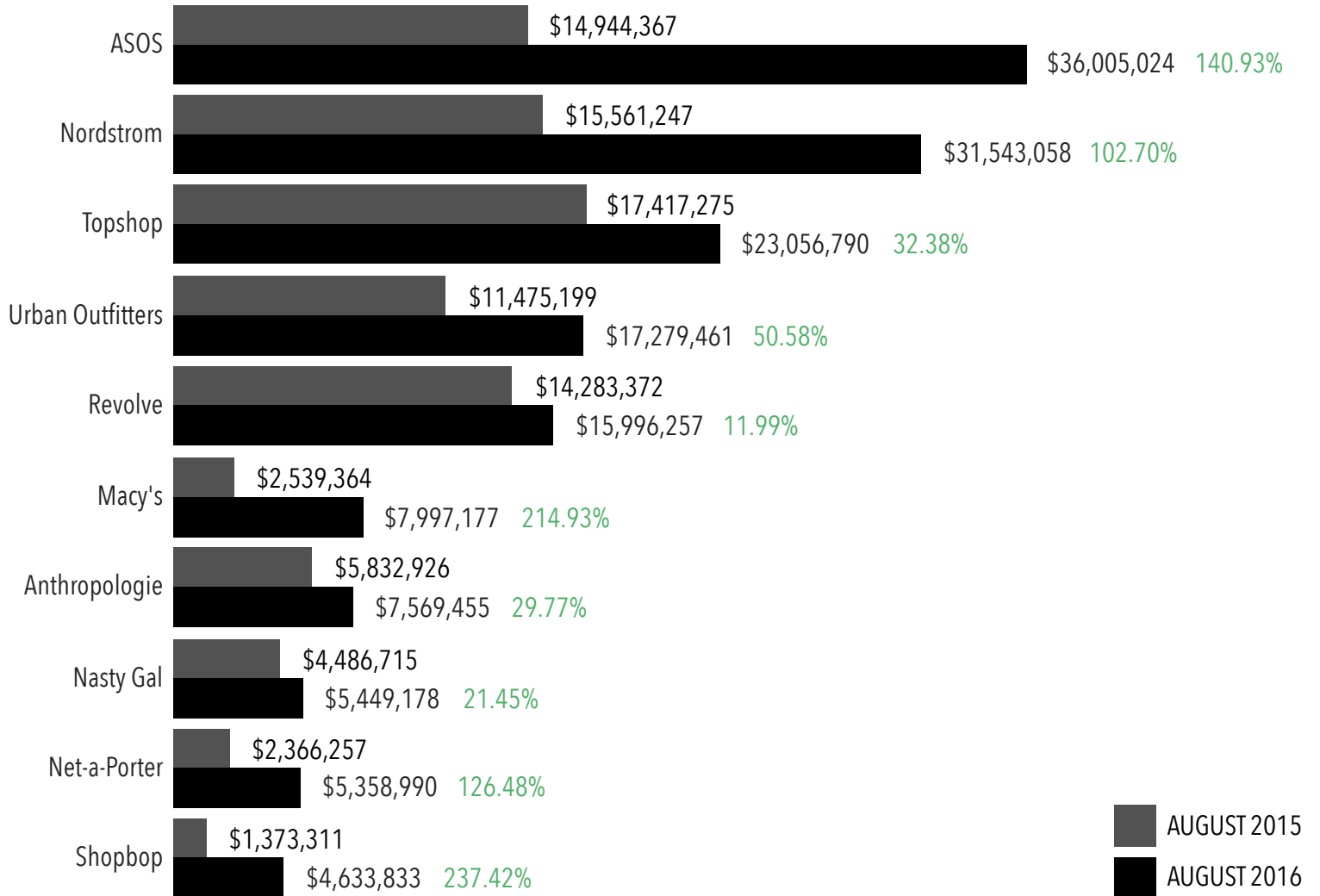
TWITTER



PINTEREST



YEAR-OVER-YEAR GROWTH IN EMV



AUGUST 2015
 AUGUST 2016

Word Clouds

Each cloud contains words that are associated with significantly more EMV for that brand versus other brands in the set. Words are sized by relative EMV generated.

ASOS



NORDSTROM



TOPSHOP



URBAN OUTFITTERS



REVOLVE

californiagrldrnd_denim
 kevinberruuu areyouami pic mykonos
 loversfriendsla
 tularosalabel hotel
 angeles privacypls
 ysl revolveme malibu bio
 social rayethelabel
 ipathelabel club

MACY'S

thursday100 models
 store dillard foundations
 stores
 ulta august hubblestudio
 macy collection close squad
 sephora gift
 glam fair limited locations
 throwbacktoschool
 available creative mua now
 launching marcelocantuphoto

ANTHROPOLOGIE

right fun good
 room
 little birthday day baby rug
 letsomething hang first old
 details
 time things people
 home need
 design liketkit
 liketoknow

NASTY GAL

subscribe shorts alice
 inquires pants lavish
 palette hey claire
 snapchat faced bar
 email bracelets
 color couture
 website round

NET-A-PORTER

klmdreamdeals dream
 zimmermann dresses up ohhcuba
 klm ocxnetaporter
 cover procida chloegirls chloe
 story
 kissinfashion: italy
 theedit italian_places
 gucci cuba porter
 lisamariefernandez vacations

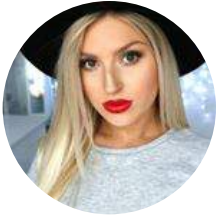
SHOPBOP

streetstyleluxe
 australia ootdsubmit
 liketoknow look
 lookbook
 ootdmagazine
 aboutalook chictopia

Top Influencers

An influencer's EMV represents the EMV the influencer generated for the brand on all of their active channels in August 2016. The percentage displayed represents the influencer's contribution to the brand's total EMV.

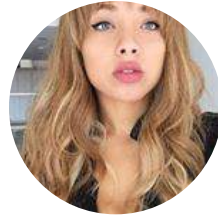
ASOS \$36,005,024 EMV



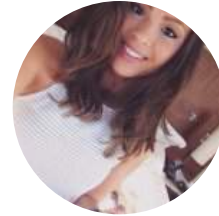
Shaaanxo
\$1,130,326
1.48% of total EMV



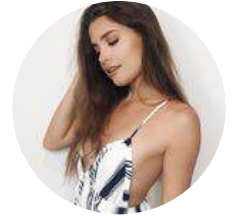
aww.sam
\$870,945
1.21%



samanthamariaofficial
\$734,183
0.88%

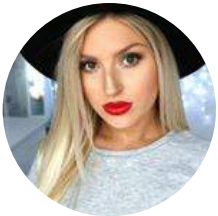


nhitastic
\$701,846
0.83%



tesschristinexo
\$618,427
0.76%

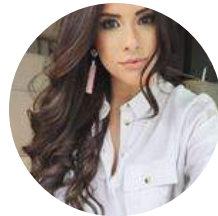
NORDSTROM \$31,543,058 EMV



Shaaanxo
\$1,130,326
3.58%



thefhouseofsequins
\$603,645
1.91%



emilyannemma
\$569,823
1.81%



blaireadiebee
\$567,825
1.80%



Ivanka Trump
\$561,680
1.78%

TOPSHOP \$23,056,790 EMV



nicholeciotti
\$1,080,085
4.68%



Fleur de Force
\$642,739
2.79%



nataliehalcro
\$636,221
2.76%



thriftsandthreads
\$529,805
2.30%



sazanhendrix
\$383,435
1.66%

URBAN OUTFITTERS \$17,279,461 EMV



newdarlings
\$522,158
3.02%



misstiffanyma
\$382,261
2.21%



SunKissAlba
\$374,067
2.16%

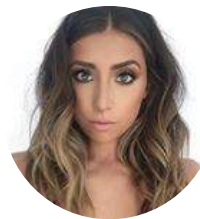


prettittlefawn
\$357,535
2.07%



Danielle Marie Carolan
\$300,600
1.74%

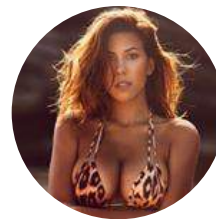
REVOLVE \$15,996,257 EMV



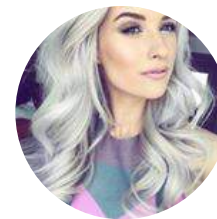
laurenizabeth
\$581,646
3.64%



alexcentomo
\$555,048
3.47%



devinbrugman
\$364,800
2.28%



inthefrow
\$345,889
2.16%



marianna_hewitt
\$343,015
2.14%

MACY'S \$7,997,177 EMV



Katie Cassidy
\$532,866
6.66%



Anastasia Beverly Hills
\$433,997
5.43%



princesspiamia
\$316,590
3.96%



Lilly Singh
\$298,478
3.73%



Lancôme
\$257,300
3.22%

ANTHROPOLOGIE \$7,569,455 EMV



sazanhendrix
\$256,375
3.39%



conveythemoment
\$219,875
2.90%



newdarlings
\$170,655
2.25%



maverrilli
\$143,620
1.90%



mrkatedotcom
\$128,584
1.70%

NASTY GAL \$5,449,178 EMV



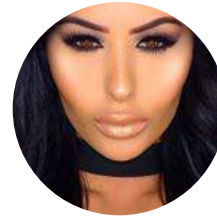
heyclaira
\$589,494
10.82%



Macy Kate
\$493,797
9.06%



nahcardoso
\$227,286
4.17%



amrezy
\$220,739
4.05%



zorannah
\$210,071
3.86%

NET-A-PORTER \$5,358,990 EMV



ohhcouture
\$1,608,268
30.01%



Sara Sampaio
\$573,527
10.70%



elizabethjanebishop
\$274,831
5.13%



Rachel Zoe
\$206,210
3.85%



rosielondoner
\$127,240
2.37%

SHOPBOP \$4,633,833 EMV



lioninthewild
\$559,610
12.08%



ashleighdmello
\$207,390
4.48%



lovebyn
\$198,965
4.29%



Jamie Chung
\$167,433
3.61%



thetiafox
\$157,425
3.40%