LA MODE Fashion

OCTOBER 2016: THIRD-PARTY RETAILERS

TRIBE DYNAMICS

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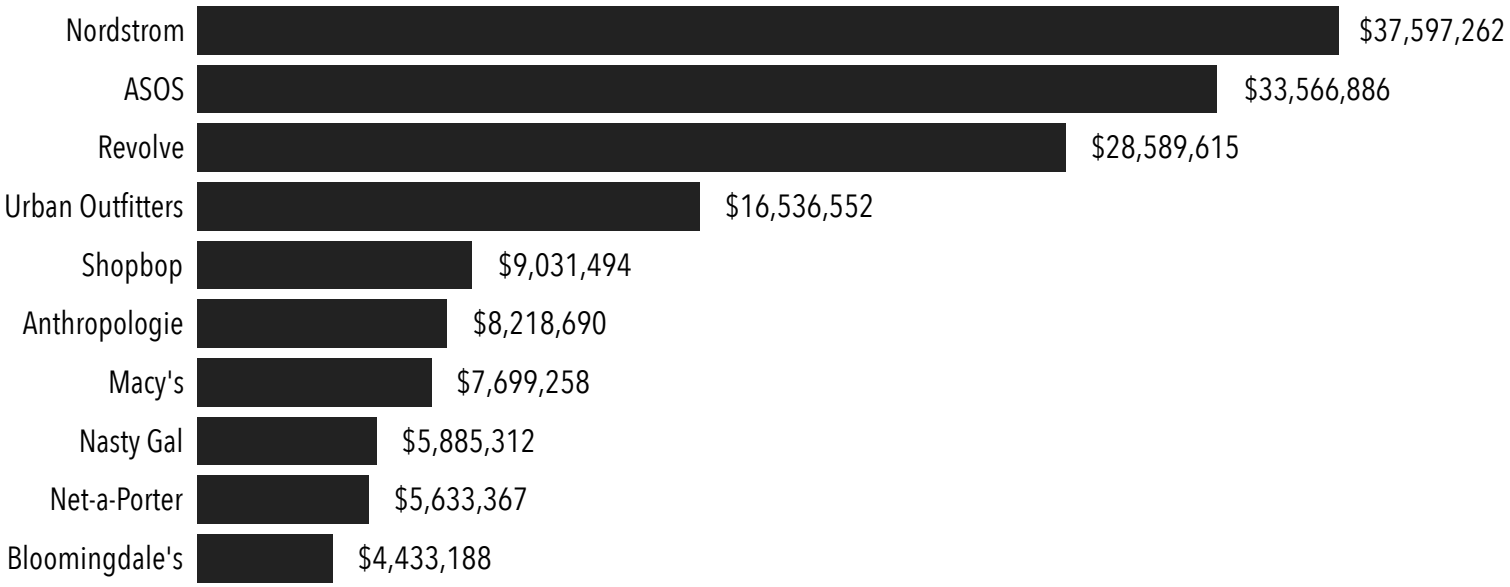
Earned Media Value

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.

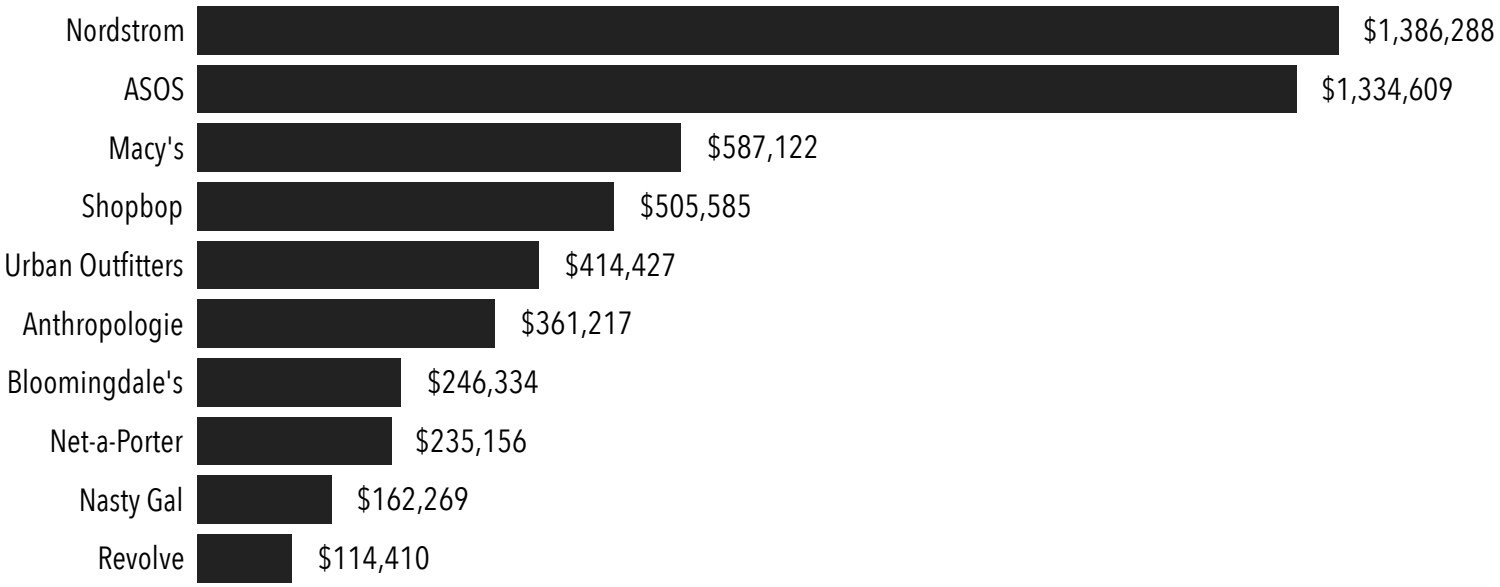
In an effort to ensure that we are always providing the most insightful data and analysis to help you better understand the latest digital trends, we consistently improve our measurement of earned media performance. As we continue to advance our own understanding of earned media and learn about the industry,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

TOP 10 RETAILERS BY EMV

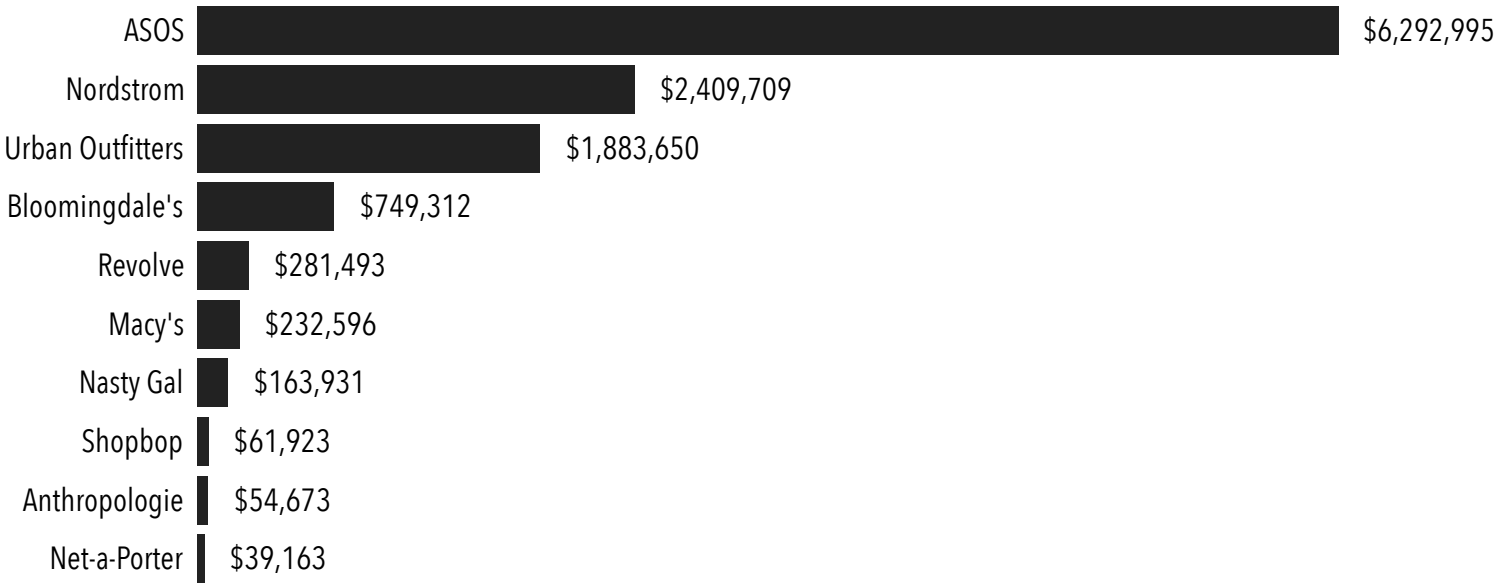


Note: Topshop has been recategorized exclusively as a non-luxury apparel brand and will be reported solely in that category moving forward.

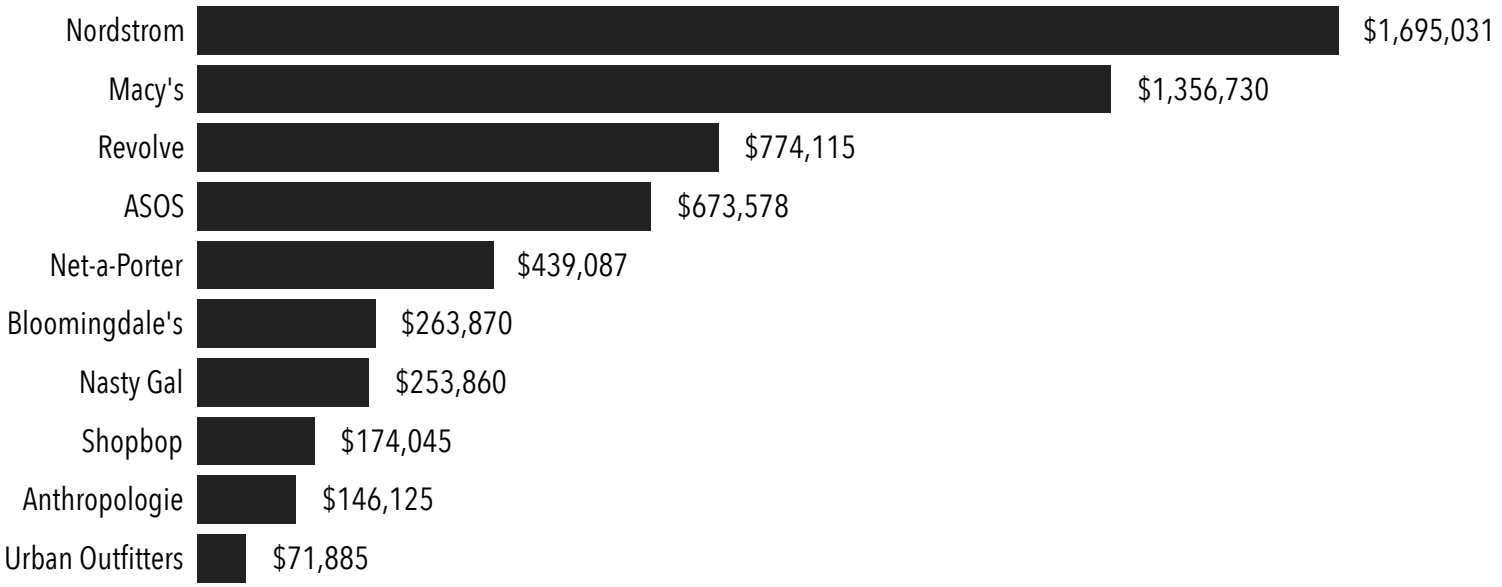
BLOG



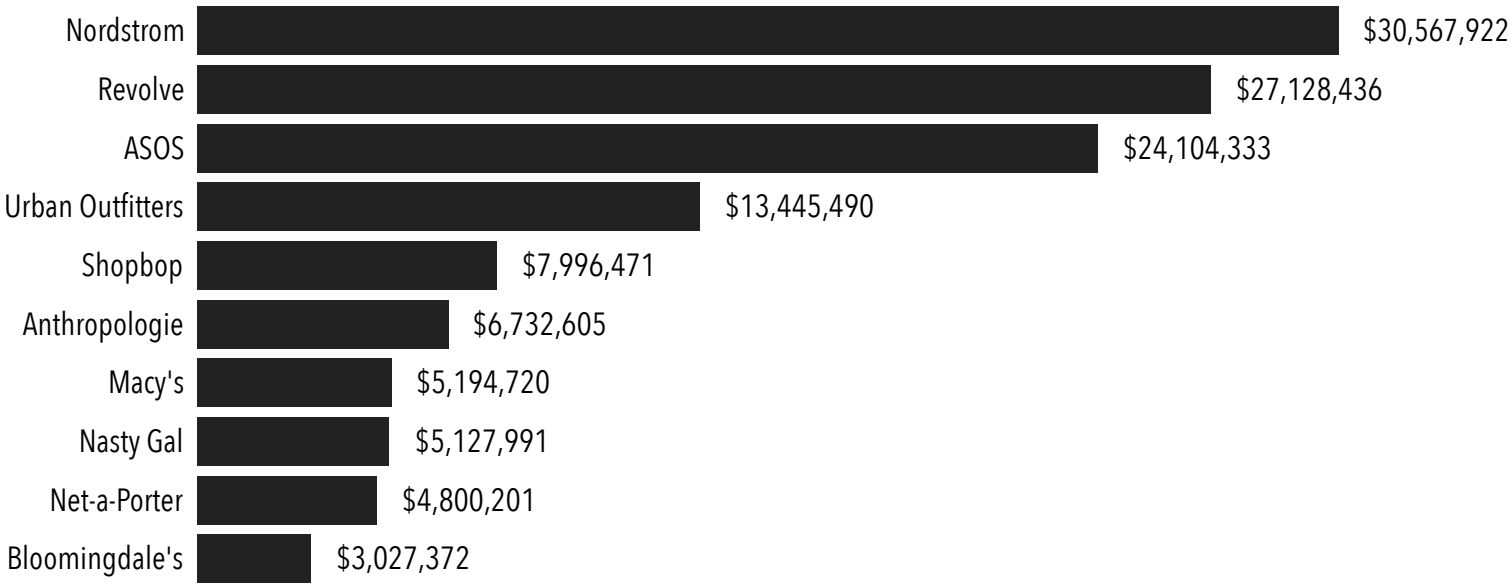
YOUTUBE



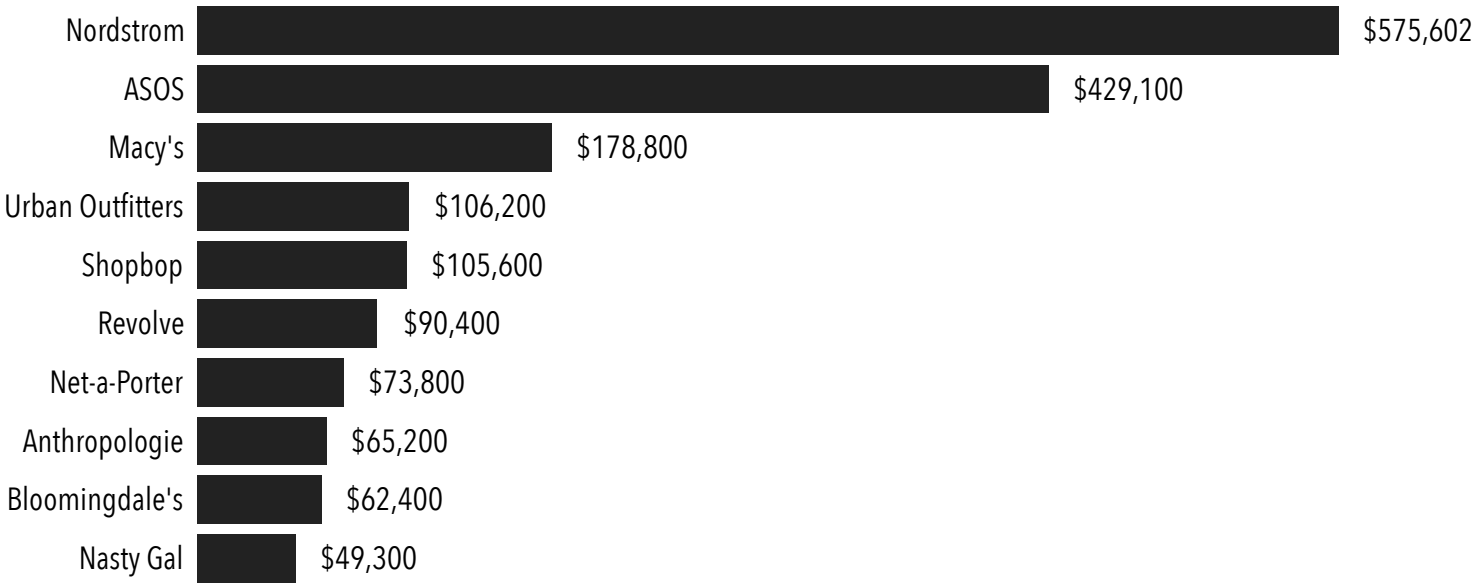
FACEBOOK



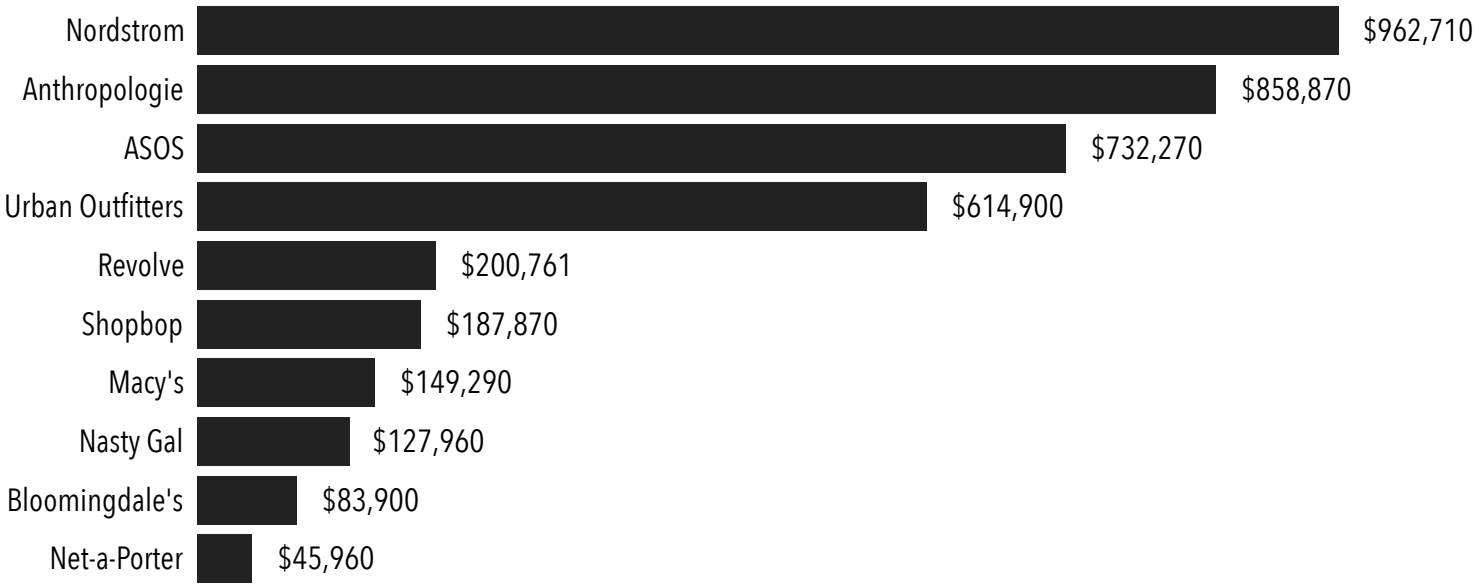
INSTAGRAM



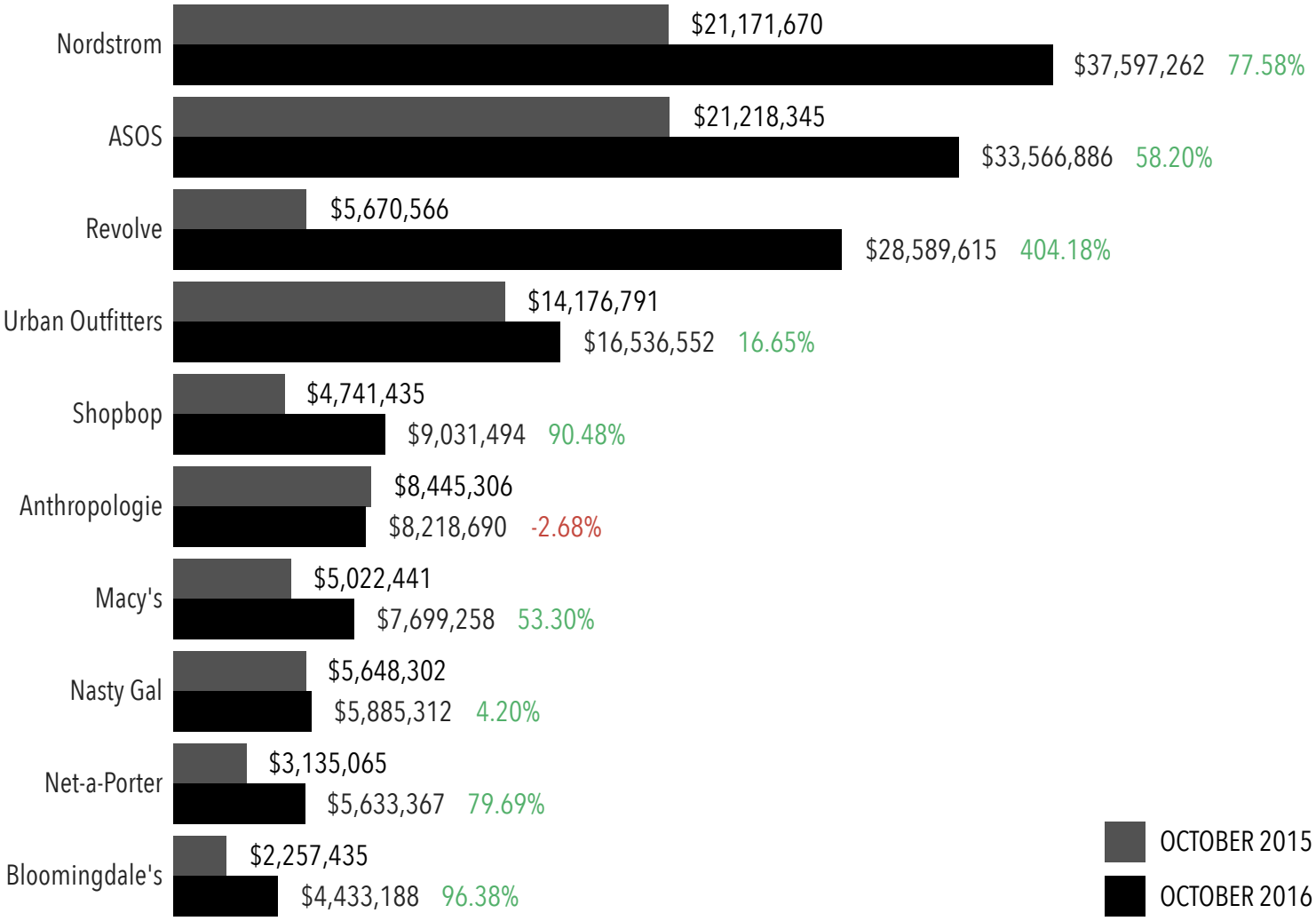
TWITTER



PINTEREST



YEAR-OVER-YEAR GROWTH IN EMV



Notes on the Top 10

Shopbop Benefits From Influencer Partnerships

Shopbop took the fifth spot in the top 10 (up from 10th in September), with a 111.4% month-over-month growth. Fashion blogger @lioninthewild posted prolifically about the retailer, generating a total of $1.2M EMV over 34 posts. In addition to consistently tagging Shopbop in her look of the day posts, she explicitly promoted a seasonal sale with the code MAINEVENT16. The discount code was shared by over 250 ambassadors during the sale, collectively driving $760.5K EMV for the retailer. Throughout the month, actress Lucy Hale ($880.6K EMV) created seven posts featuring Shopbop, in which she referred to her collaboration with the brand as a "secret project."

Revolve Prioritizes Community

Revolve continued its #revolvearoundtheworld initiative by sending the brand's community of influencers to Machu Picchu. Attendees included @tashoakley ($2.0M EMV), @valentinaferragni ($1.7M) and @negin_mirsalehi ($1.3M). In total, #revolvearoundtheworld drove $5.2M EMV. Additionally, the retailer launched two high-profile collaborations with supermodel Alessandra Ambrosio ($1.6M EMV) and actress Jessica Alba ($981.4K).

@Negin_mirsalehi Instagrams a romantic Machu Picchu moment with the tag #revolvearoundtheworld, inspiring 154.0K likes.

Ambrosio promoted the new collection of her Alé by Alessandra line, available at Revolve, with the hashtag #aleXrevolve ($1.9M EMV). Similarly, Alba posted about her collection with DL1961 Denim, including content from her launch party at Revolve Social Club. Consequently, the retailer posted a 404.2% year-over-year growth, the highest of the top 10.

Nordstrom Promotes Launches With In-Store Events

Nordstrom claimed the top spot in October with a variety of celebrity brand launches and sponsored partnerships with established influencers. Khloé Kardashian ($864.9K EMV) held a meet-and-greet event at The Grove LA's Nordstrom location to celebrate the launch of her new denim line, Good American. Additionally, dancer Maddie Ziegler ($121.0K EMV) released her clothing label MaddieStyle, fashion icon Victoria Beckham ($227.6K) promoted her partnership with Estée Lauder, and basketball star Dwyane Wade ($216.8K) debuted his collaboration with loungewear brand Naked in Nordstrom stores. The retailer also sponsored content from beauty YouTuber Carli Bybel ($273.8K EMV) and fashion bloggers Julia Engel of Gal Meets Glam ($219.3K) and Aimee Song of Song of Style ($118.5K).

@Songofstyle poses in her Nordstrom loungewear look, generating 40.5K likes.