

# LA MODE Fashion

SEPTEMBER 2016: THIRD-PARTY RETAILERS



TRIBE DYNAMICS

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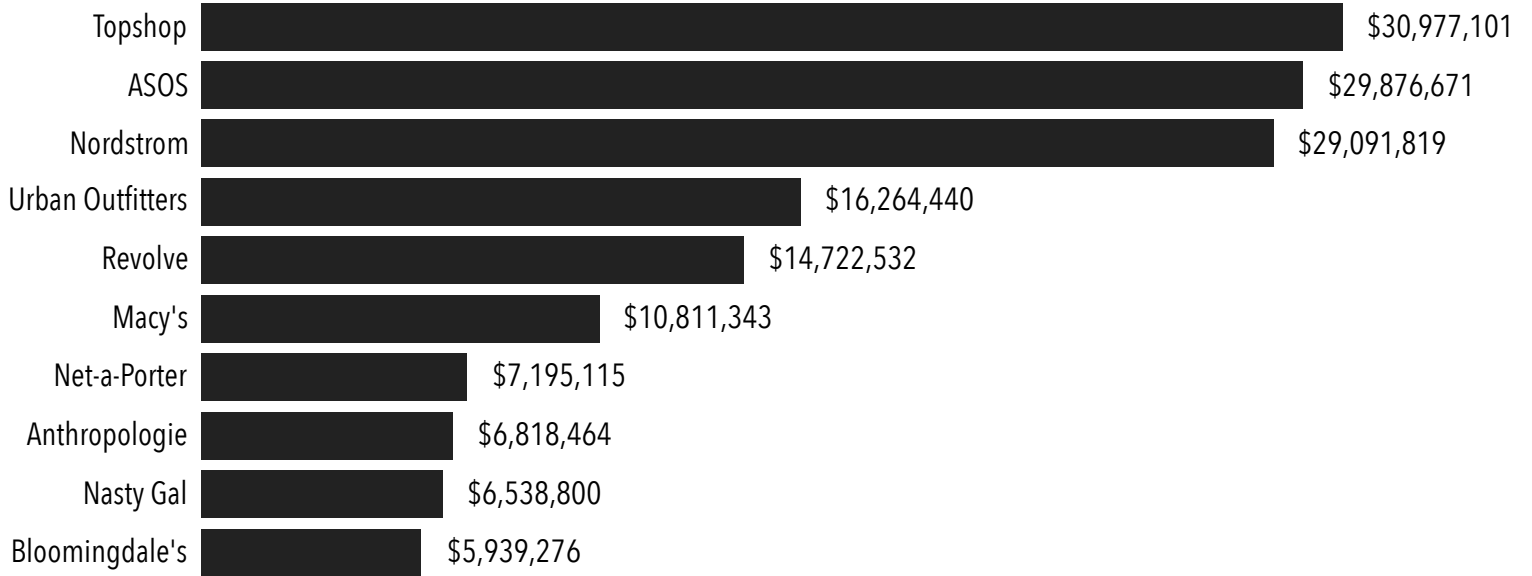
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# Earned Media Value

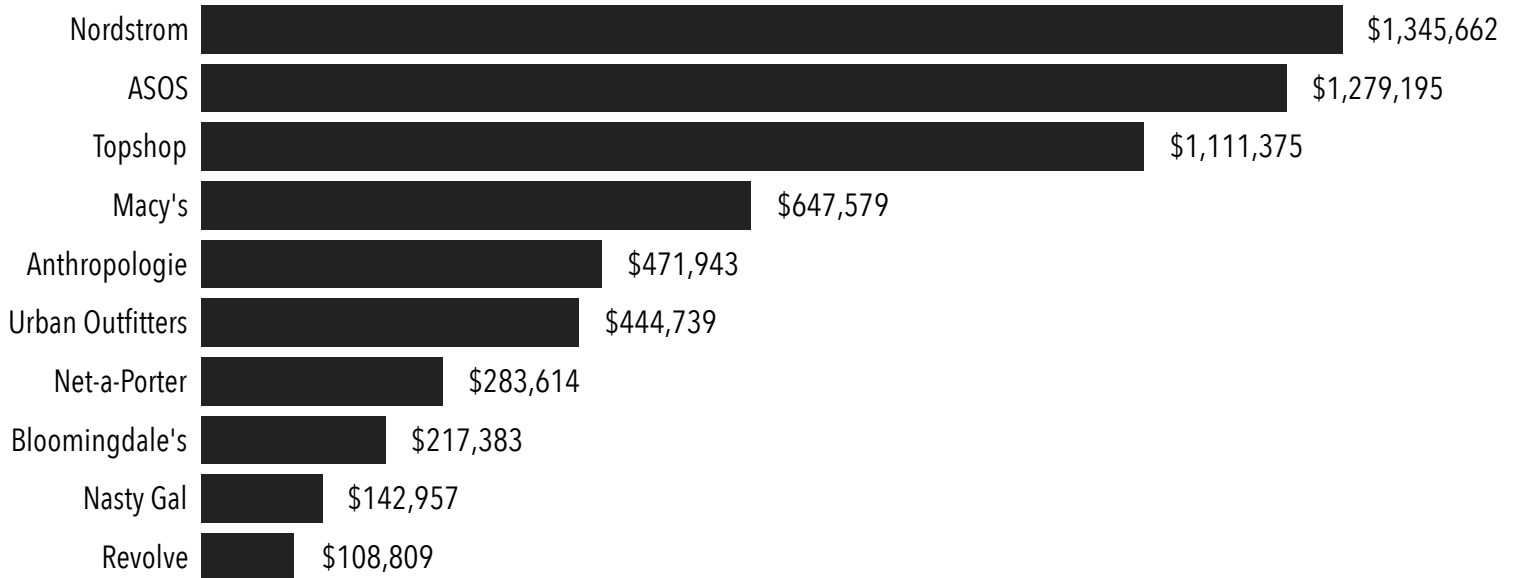
Earned Media Value (EMV) is Tribe Dynamics' prescribed metric that quantifies the estimated value of publicity gained through digital earned media and its respective engagement levels. Our holistic approach assigns a specific dollar value to each piece of content, based on the publishing channel's perceived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

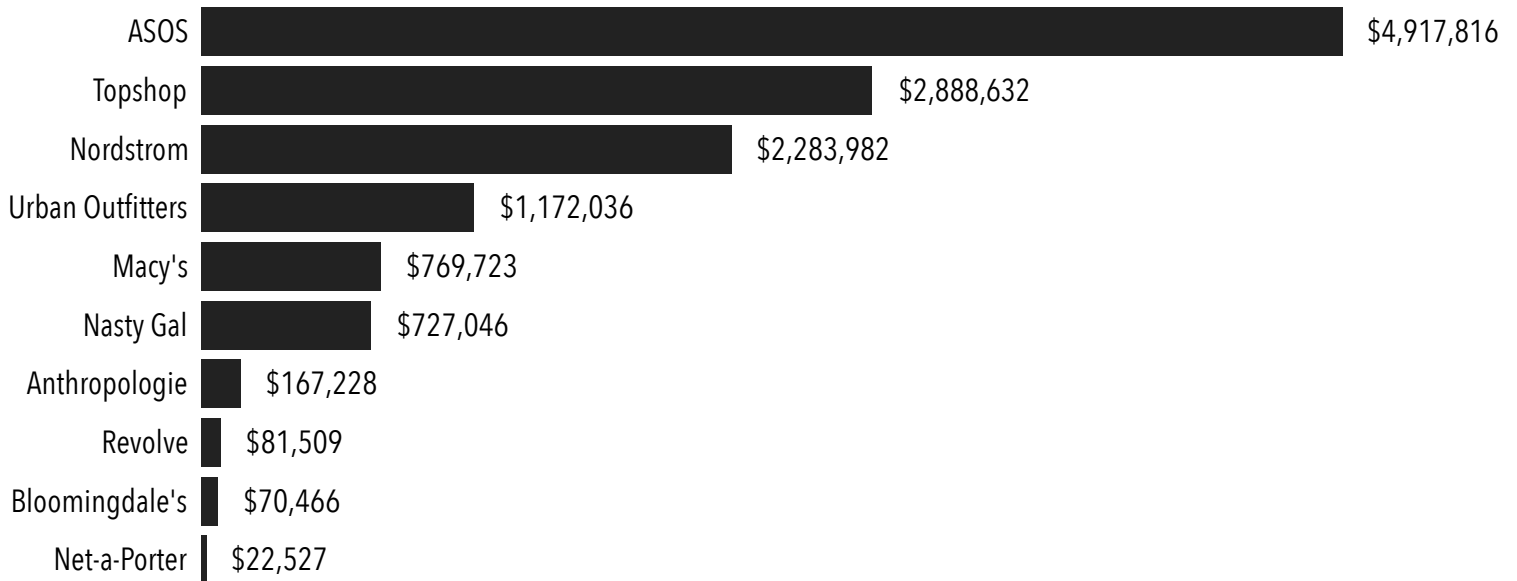
## TOP 10 RETAILERS BY EMV



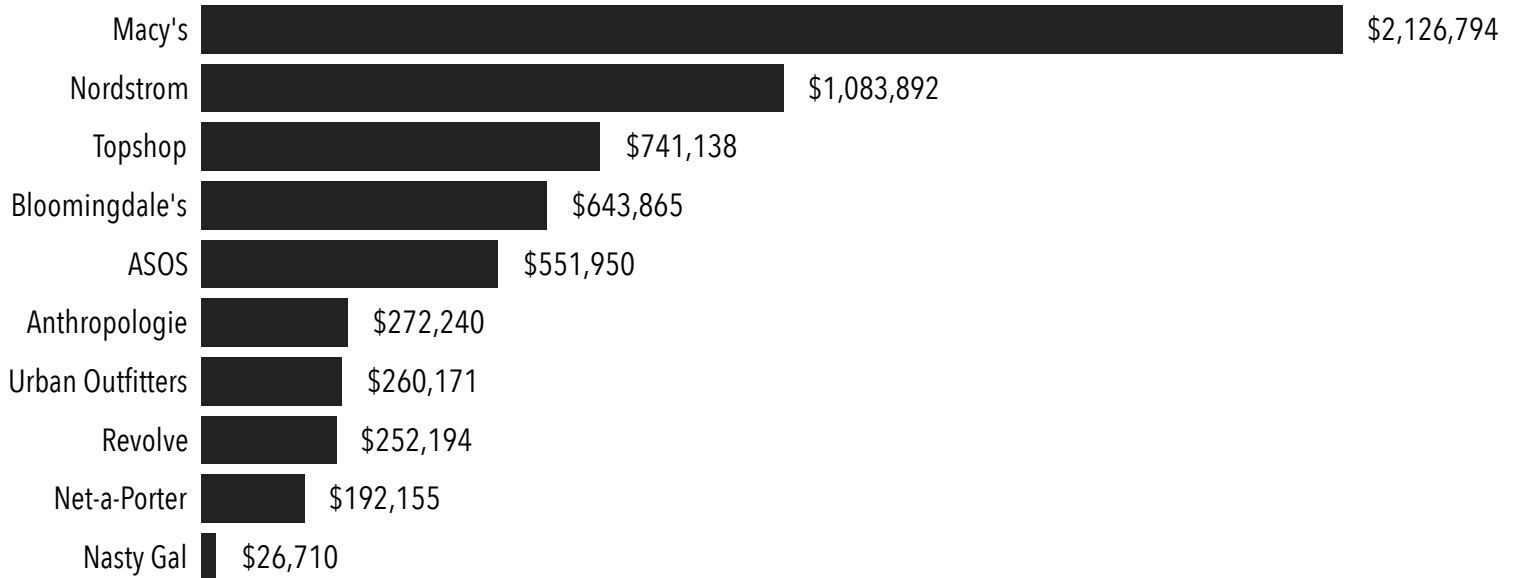
## BLOG



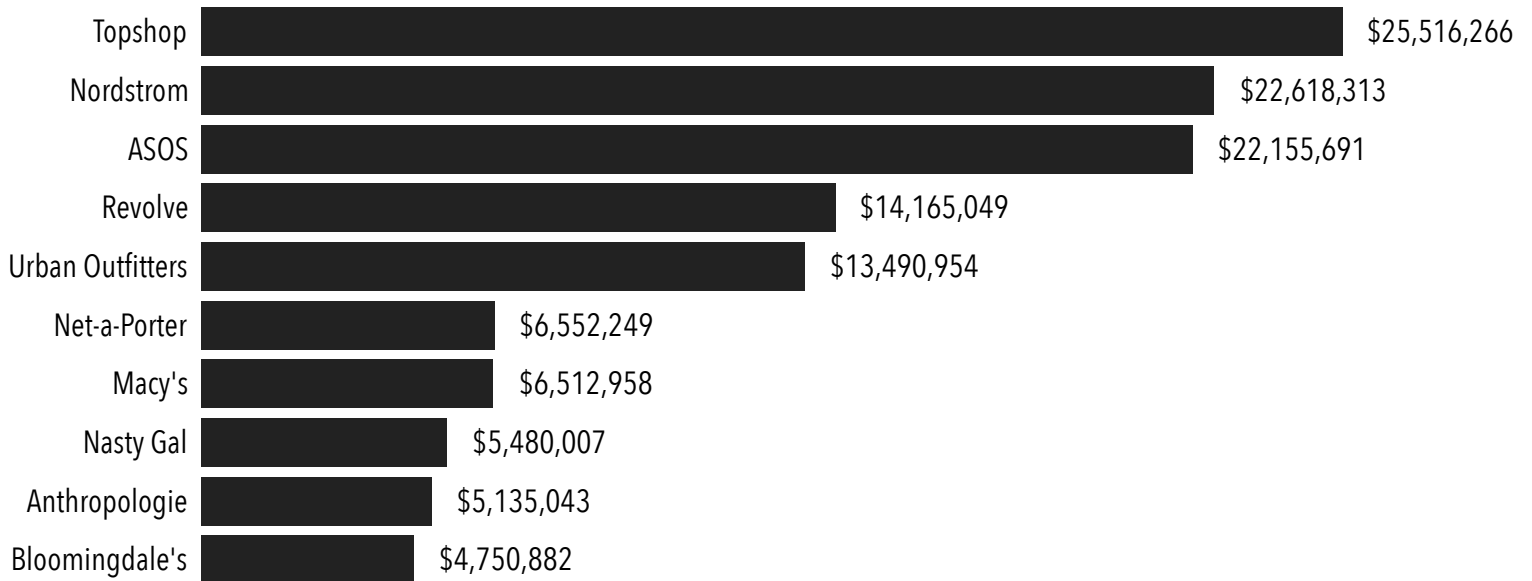
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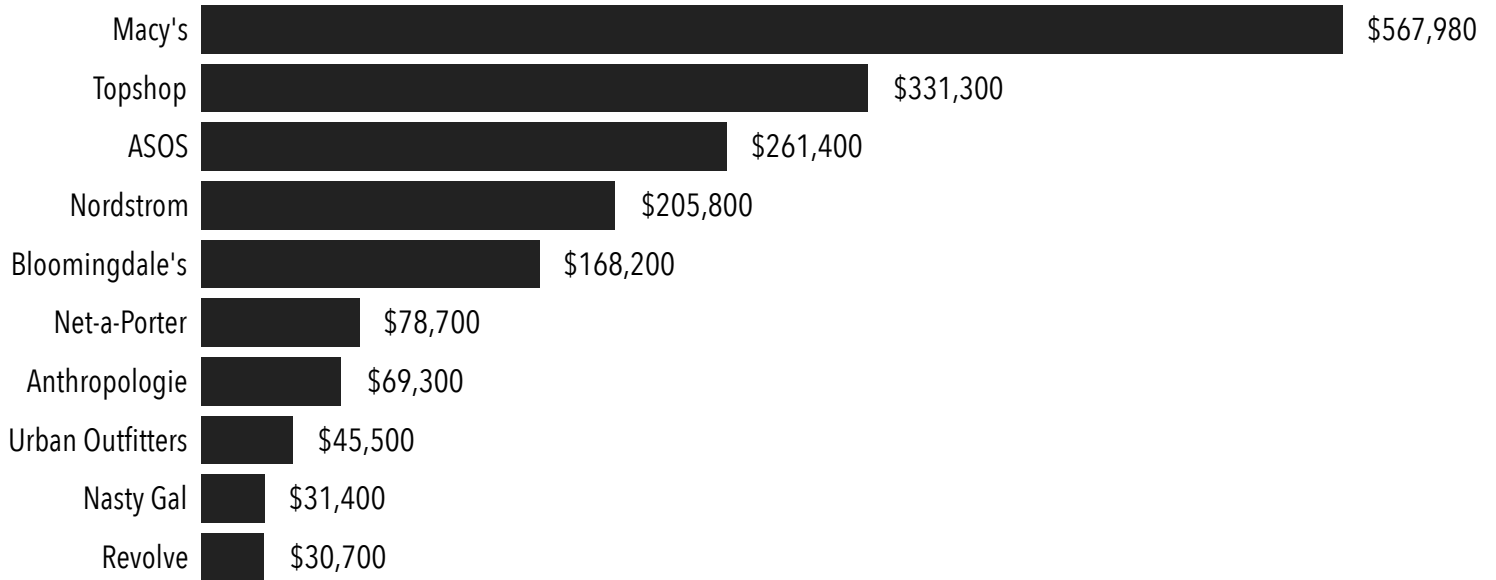
## FACEBOOK



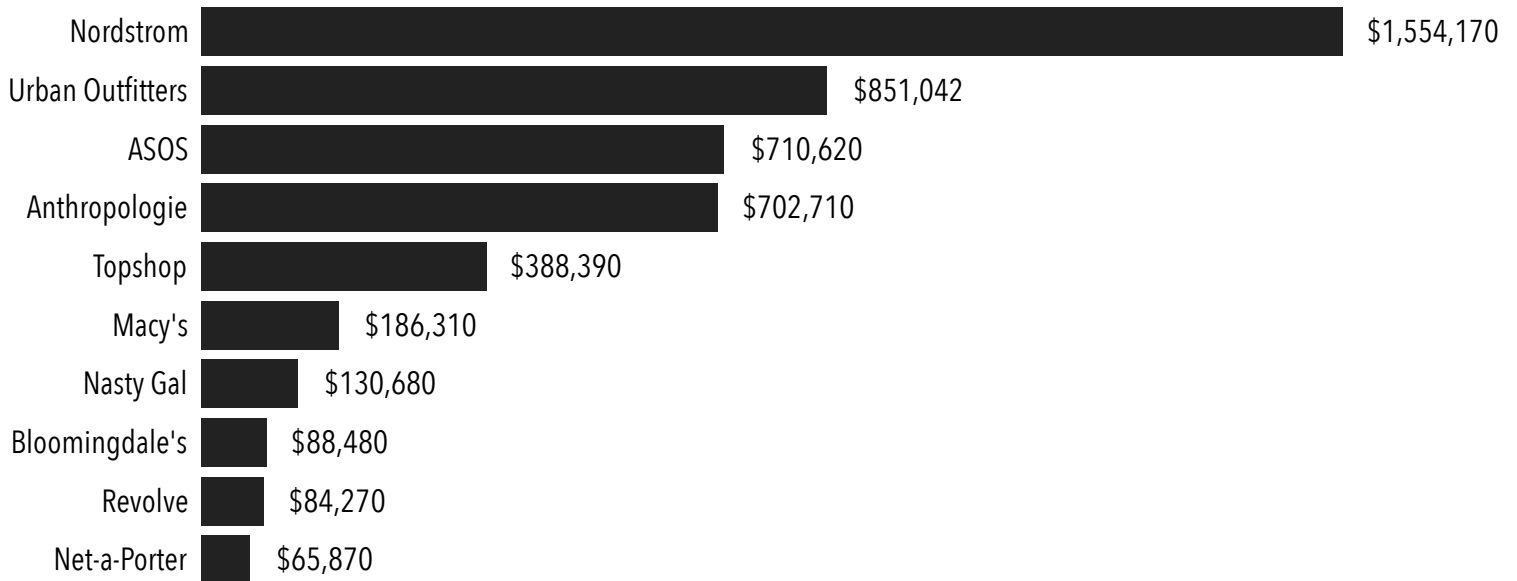
## INSTAGRAM



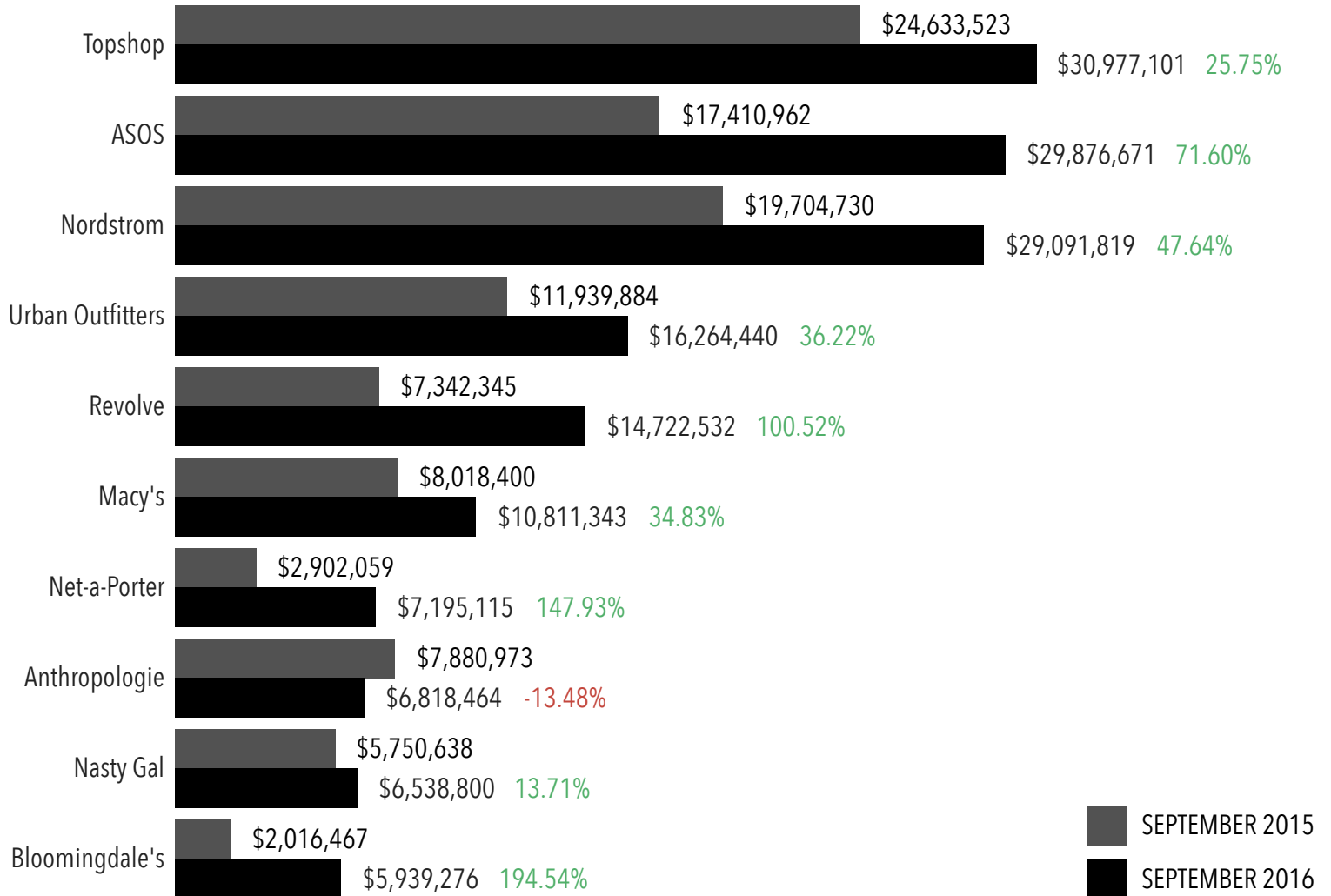
## TWITTER



## PINTEREST



## YEAR-OVER-YEAR GROWTH IN EMV





# Notes on the Top 10

## Bloomingdale's Turns Stores Over to Influencers

**B**loomingdale's entered the top 10 with significant month-over-month and year-over-year growths -- 235.2% and 194.5%, respectively. Throughout September, the retailer engaged its community of influencers, designers, and brand founders by inviting them to hold meet and greets in Bloomingdale's stores. Instagram stars like [songofstyle](#) and [viva\\_glam\\_kay](#) hosted their own in-store meetups, while influencers [hapatime](#) and [weworewhat](#) partnered with Allure magazine to hold in-person beauty events. During NYFW, designer Jeremy Scott and models Soo Joo Park and Barbara Palvin met with fans at the retailer's flagship store. At a separate event, makeup artist and founder Charlotte Tilbury celebrated the launch of her new counter in Bloomingdale's with a makeup master class.

## Net-a-Porter Treats Influencers to an Unforgettable NYFW

**N**et-a-Porter continued its partnership with influencer [ohhcouture](#) during both New York and London fashion weeks. The fashion blogger captioned a picture of her first night in New York by thanking the retailer for her "fashion week wardrobe upgrade." Throughout both fashion weeks, the



influencer consistently tagged Net-a-Porter in her street style shots, crediting the brand for her front-row looks. In September alone, [ohhcouture](#) drove \$1.4M EMV over 21 posts. Additionally, Net-a-Porter celebrated Jimmy Choo's 20th anniversary with an influencer-studded event. Fashion bloggers [thassianaves](#), [irenekim](#), [marianna\\_hewitt](#), and [chrisellelim](#) shared their gratitude for being included in the evening, posting content that featured their personalized invitations and place-settings. Mentions of Jimmy Choo generated \$707.7K EMV.

[Ohhcouture](#) Instagrams a street style shot from London Fashion Week with the tag [#OCxNetaporter](#), inspiring 25.4K likes.