

LA MODE Fashion

JULY 2016: NON-LUXURY APPAREL



TRIBE DYNAMICS

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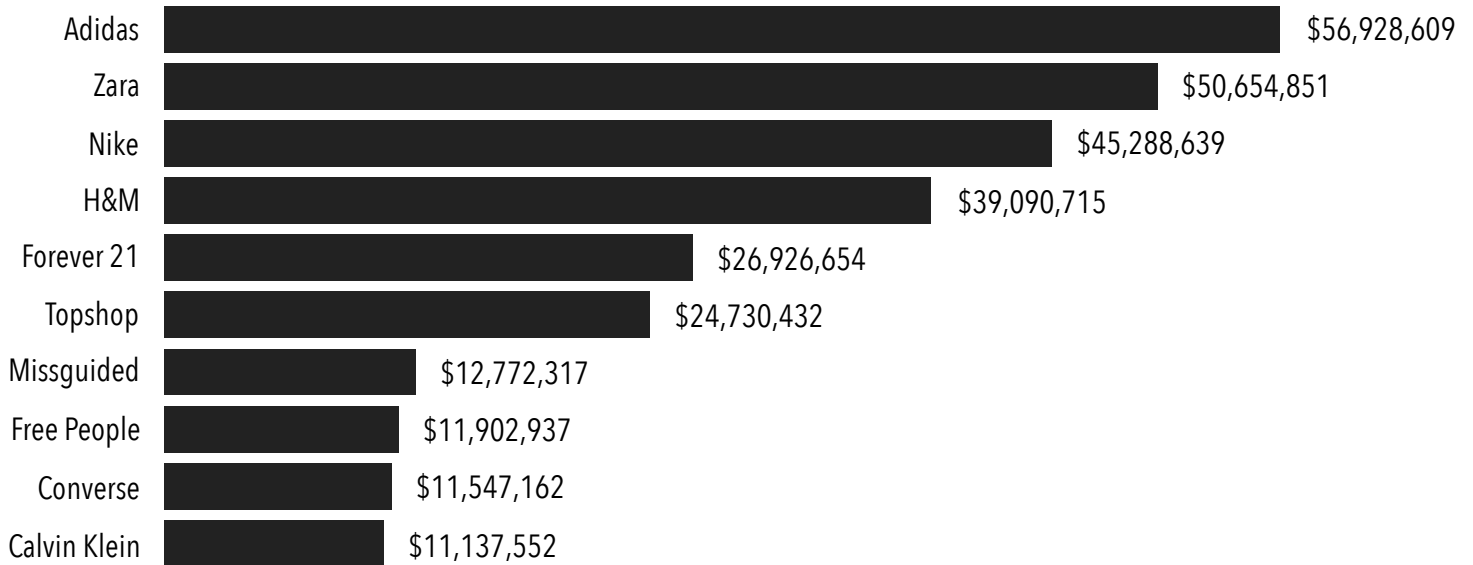
10 TOP INFLUENCERS BY BRAND

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.

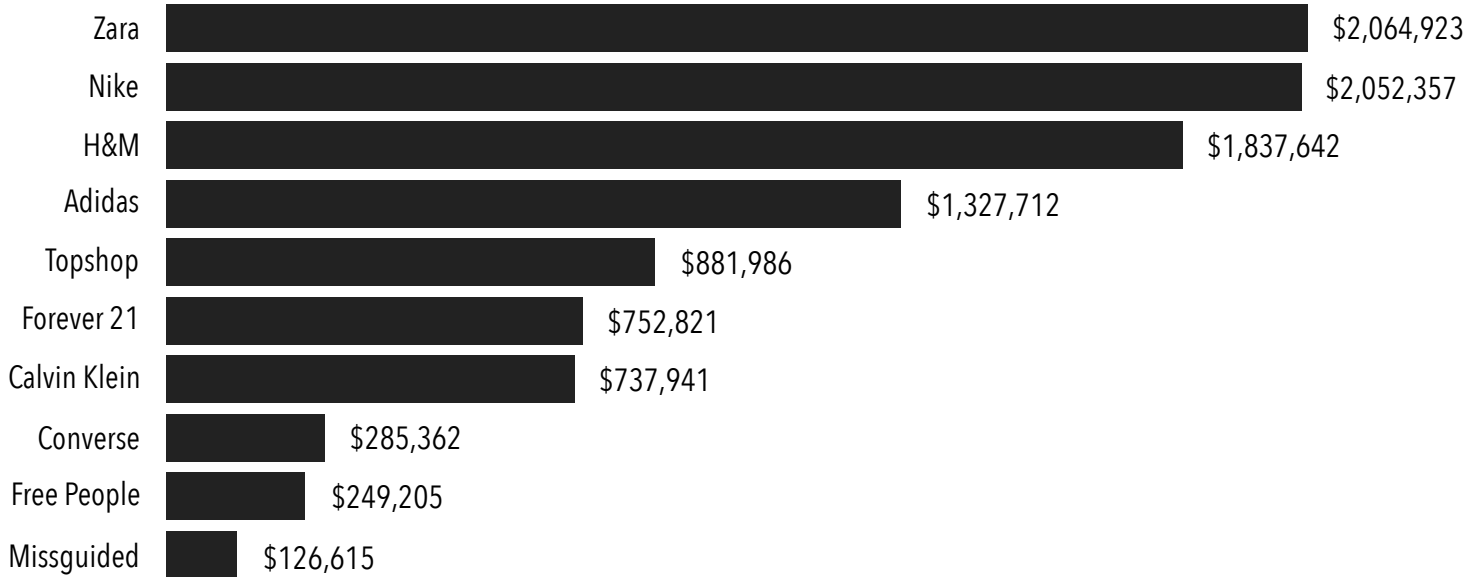
TOP 10 BRANDS BY EMV



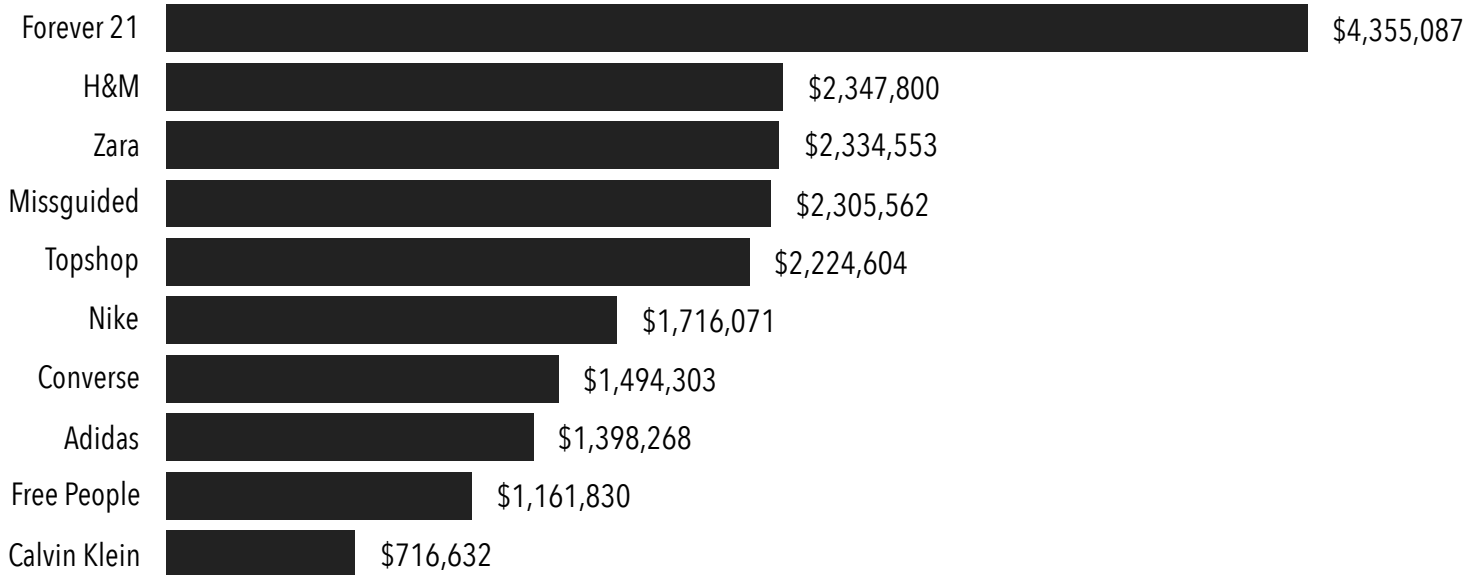
EMV LEADERBOARD HIGHLIGHTS

1. This Top 10 list reflects Tribe Dynamics’ expanded definition of “non-luxury apparel,” including brands that have a shoe and/or accessory focus. Adidas would have made the Q1 2016 list in second place, with \$109.7M EMV.
2. Converse entered the Top 10 with a 37% month-over-month growth, edging out brands like J.Crew, Kate Spade, and Michael Kors.
3. Missguided broke into the Top 10 by inviting YouTube star Carli Bybel to create her own limited edition collection in partnership with the brand. Mentions of the collaboration drove \$1.2M EMV.
4. Calvin Klein continued to benefit from its #mycalvins initiative. Bella Hadid and Young Thug announced their participation in the campaign, collectively driving \$958.1K EMV.

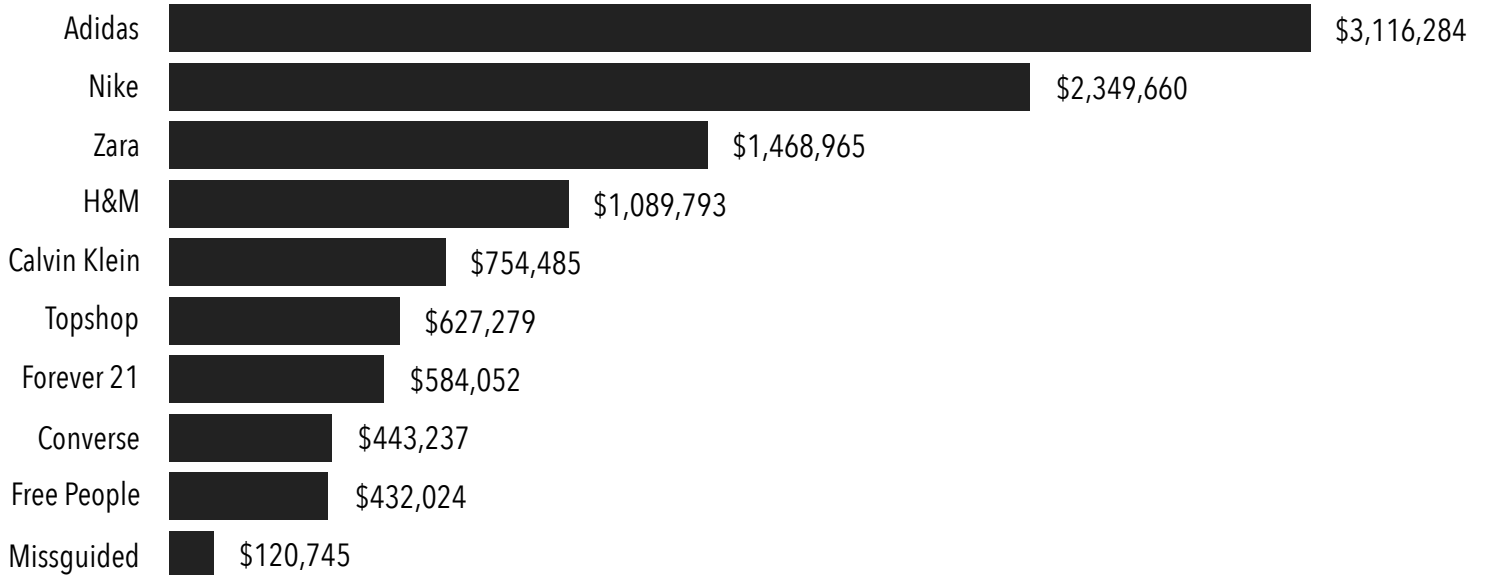
BLOG



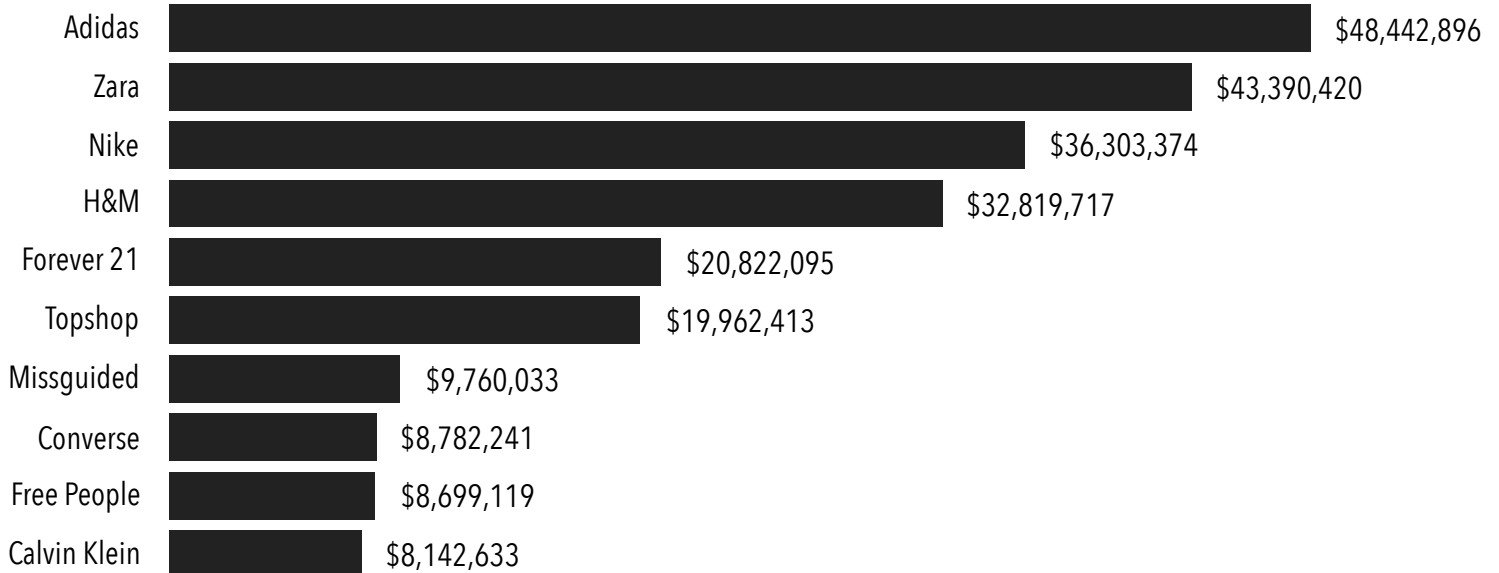
YOUTUBE



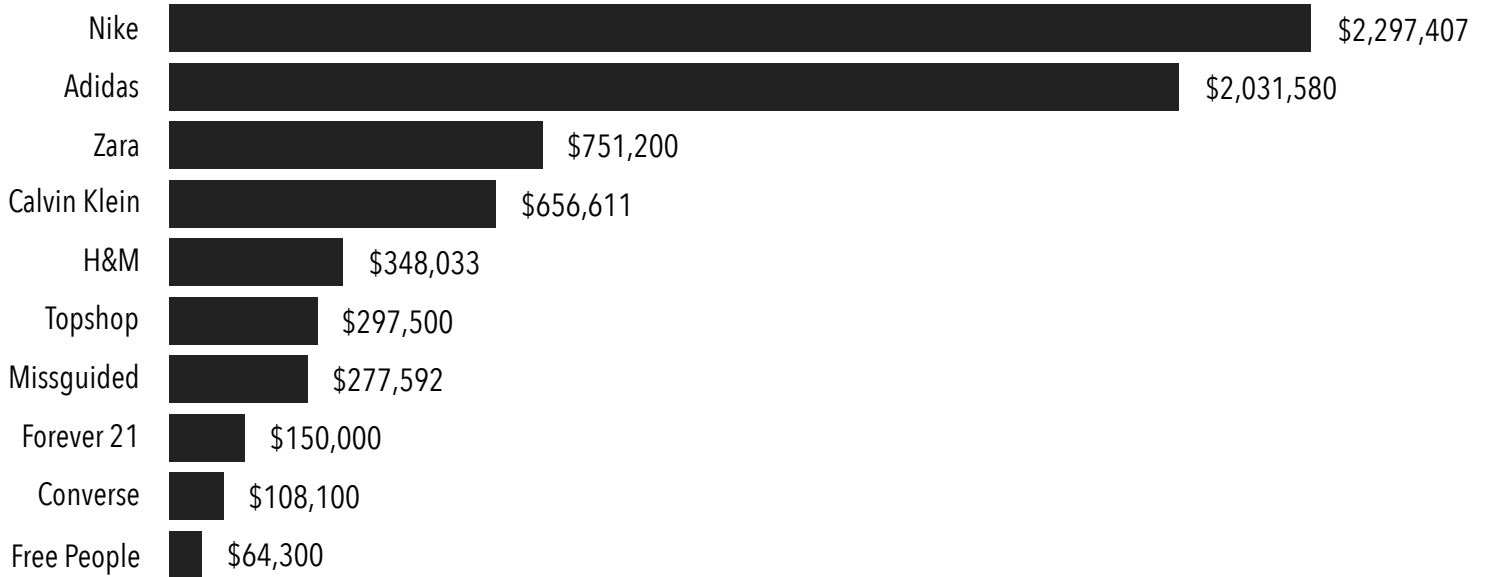
FACEBOOK



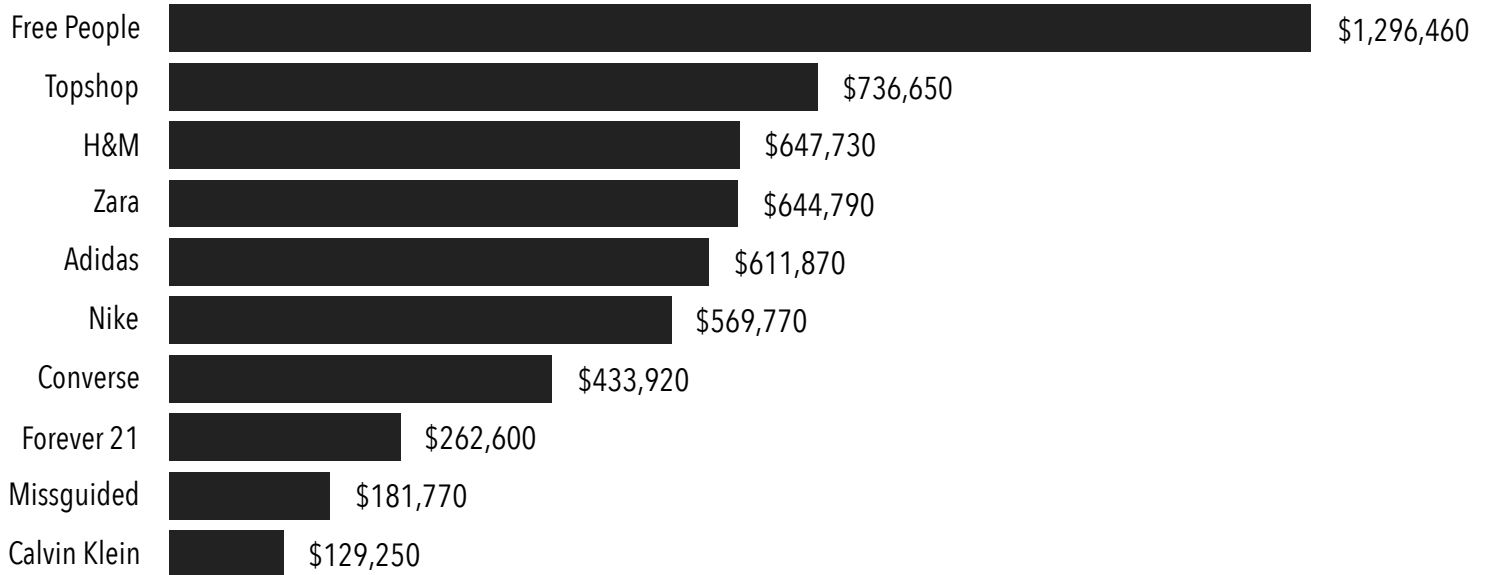
INSTAGRAM



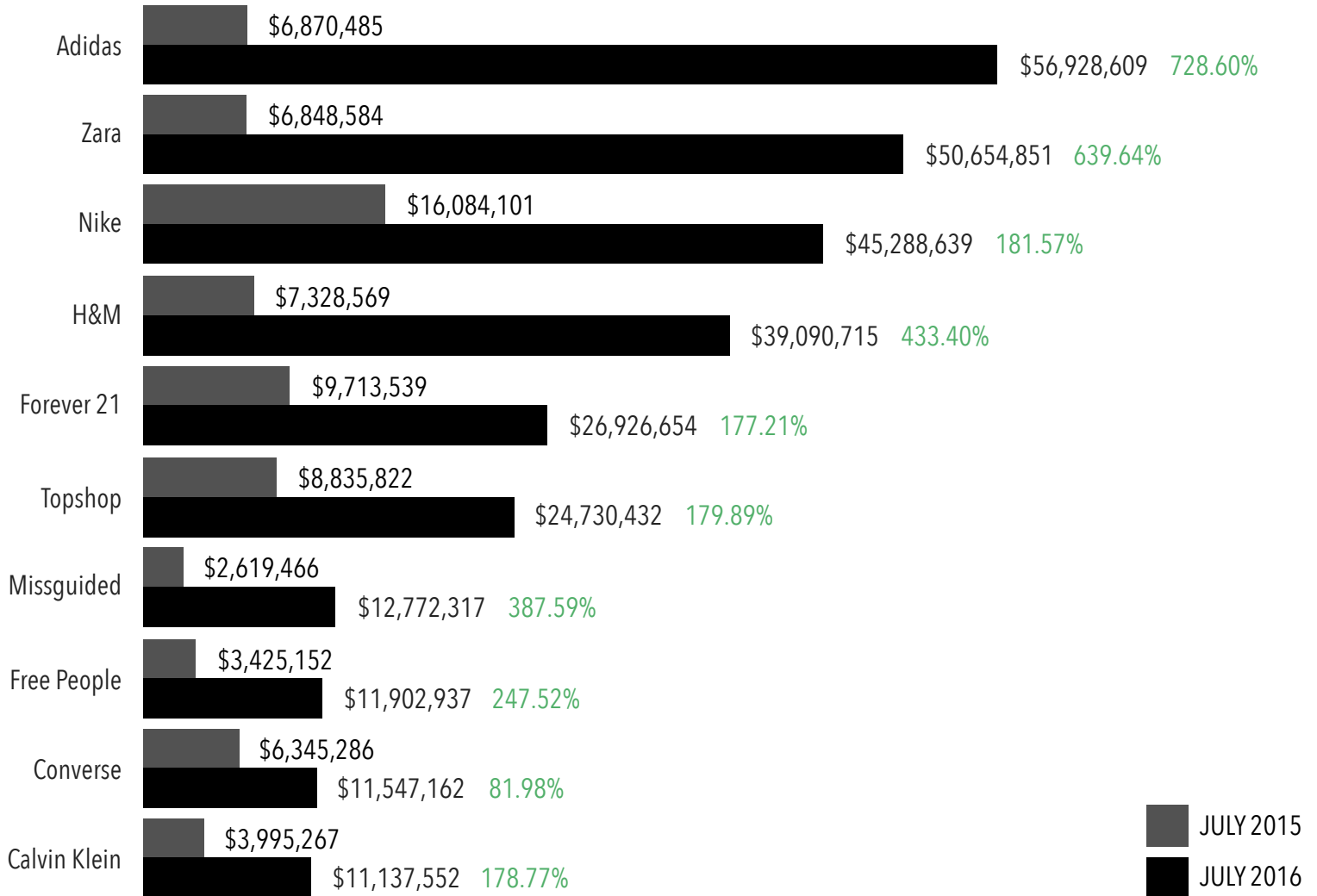
TWITTER



PINTEREST



YEAR-OVER-YEAR GROWTH IN EMV



FOREVER 21

favorite camera coupon vlog products top browcode guys sponsored lip use forget business hope please don liquid watch affiliate ftc

products, guys, sponsored lip, use, forget business, hope please don, liquid watch affiliate ftc

TOPSHOP

meet main way bag asos friday street shoes wearing style nordstrom summer similar outfit top liketkit nsale jacket california shop gucci denim jeans blog jeans dress tanya abakes liketoknow signing london chanel official ootd

shoes, nordstrom, top liketkit nsale, jacket california, denim jeans, blog jeans, dress tanya abakes, liketoknow, signing, london chanel official ootd

MISSGUIDED

terrace assisted 80dshaanxozealand boohooorders every shopping chat love asos insta links sites snapchat enquiries vlogs shannon business

boohooorders, every, shopping chat, love asos insta links, sites snapchat, enquiries vlogs shannon business

FREE PEOPLE

seoul-based yuta song styling named itunes trap listen 10th stage haechan hopes nct dress hop noon liketkit aiming spotify hip truck liketoknow beat-heavy apple 127 smtown blog

trap listen 10th stage haechan, hopes nct dress, hop noon liketkit, aiming spotify hip, truck liketoknow, beat-heavy apple 127 smtown blog

CONVERSE

similar alfie blog shoes outfit places find bag ootd sneakers ray-ban tee jumpsuit top main previous sunglasses jeans beach snapchat official zoella casual wearing channel

similar alfie blog, shoes outfit, places find bag ootd, sneakers ray-ban tee jumpsuit top, main previous, sunglasses jeans beach snapchat, official zoella casual, wearing channel

CALVIN KLEIN

athlete british go ocean york lebon bodybuilding hadid update campaign james passion day see motivation ysl apparel going ck minute moss shot many aesthetics tom coleman moss tyrone kate 2016 thug margot tyrone young blooming dales line my calvins fall bedding frank tom coleman time

campaign james passion, day see motivation ysl apparel, going ck minute moss, shot many aesthetics tom coleman moss, tyrone kate 2016 thug margot, tyrone young blooming dales line, my calvins fall, bedding frank tom coleman time

Top Influencers

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

ADIDAS \$56,928,609 EMV



hypebeast
\$4,529,467
7.96% of total EMV



F2Freestylers
\$3,444,964
6.05%



sneakernews
\$3,226,800
5.67%



JD Sports
\$2,694,087
4.73%



Real Madrid C.F.
\$2,674,043
4.70%

ZARA \$50,654,851 EMV



Zara Community
\$2,128,255
4.20%



maffashion_official
\$1,446,703
2.86%



jemerced
\$1,242,801
2.45%



zorannah
\$1,212,594
2.39%



thriftsandthreads
\$1,141,765
2.25%

NIKE \$45,288,639 EMV



sneakernews
\$4,249,131
9.38%



Foot Locker
\$3,953,712
8.73%



JD Sports
\$2,997,860
6.62%



hypebeast
\$2,418,068
5.34%



highsnobiety
\$1,064,595
2.35%

H&M \$39,090,715 EMV



maffashion_official
\$3,978,282
10.18%



jemerced
\$2,335,113
5.97%



amandabisk
\$984,110
2.52%



riverviiperi
\$681,847
1.74%

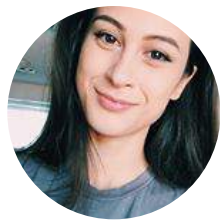


sananas2106
\$482,834
1.24%

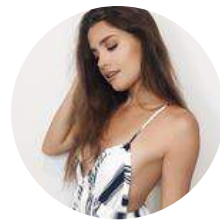
FOREVER 21 \$26,926,654 EMV



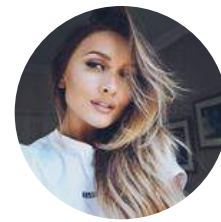
KathleenLights
\$1,990,472
7.39%



MeisjeDjamila
\$613,208
2.28%



tesschristinexo
\$607,269
2.26%



sarahhashcroft
\$597,753
2.22%



eleventhgorgeous
\$517,543
1.92%

TOPSHOP \$24,730,432 EMV



Nordstrom
\$937,663
3.79%



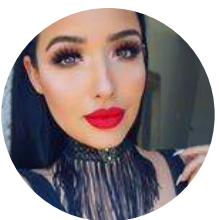
Tanya Burr
\$881,719
3.57%



thriftsandthreads
\$740,675
2.99%



tesschristinexo
\$578,712
2.34%

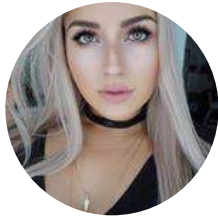


amandaensing
\$508,929
2.06%

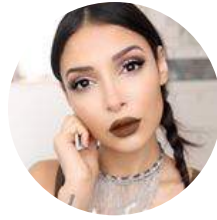
MISSGUIDED \$12,772,317 EMV



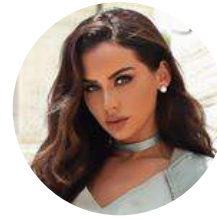
sarahashcroft
\$1,195,073
9.36%



Shaaanxo
\$1,044,090
8.17%



sananas2106
\$1,016,582
7.96%



Carli Bybel
\$823,609
6.45%



skopljak
\$493,220
3.86%

FREE PEOPLE \$11,902,937 EMV



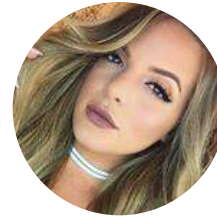
hellokatyxo
\$625,863
5.26%



happilygrey
\$326,965
2.75%



Nordstrom
\$324,537
2.73%

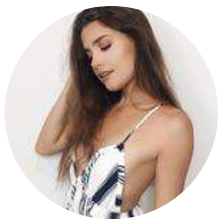


Casey Holmes
\$315,227
2.65%



sincerelyjules
\$219,513
1.84%

CONVERSE \$11,547,162 EMV



tesschristinexo
\$354,795
3.07%



Urban Outfitters
\$341,778
2.96%



devinphysique
\$292,705
2.53%



mija_mija
\$279,870
2.42%



camilacoelho
\$219,578
1.90%

CALVIN KLEIN \$11,137,552 EMV



Young Thug
\$612,866
5.50%



ardenrose
\$380,110
3.41%



Bella Hadid
\$345,251
3.10%



maffashion_official
\$318,917
2.86%



tomocoleman
\$255,260
2.29%